

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 4.

NEW YORK AND CHICAGO, JULY 22, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

ENGRAVERS MEET

The First Meeting and Banquet of the Newly Formed Association Was a Big Success—The Officers Elected—The Banquet.

(From Our Regular Correspondent.)

CHICAGO, July 19, 1911.—The first regular meeting of the National Association of Steel and Copper Plate Engravers was held at the New Sherman Hotel commencing on Monday of last week and continued until Thursday night, concluding with a banquet at the hotel.

The convention was attended by representatives of the engravers' industry from all sections of the country. A great deal of interest was manifested from the start and every meeting was well attended and the proceedings closely followed throughout.

THE OFFICERS ELECTED.

The convention adopted by-laws and the name of the National Association of Steel and Copper Plate Engravers was selected. Officers for the ensuing year were elected as follows:

President, Peter T. Hoehn, of the Bates Jackson Company, Buffalo, N. Y.

Vice-president, C. N. Bellman, of the Franklin Printing & Engraving Company, Toledo, Ohio.

Secretary, Guy J. Gibson, of the Stationers' Engraving Company, Chicago.

Treasurer, Jas. J. Molloy, Cincinnati.

An executive committee; also committees on Price Recommendations, and on Trade Customers, were appointed.

The convention proper closed on Thursday afternoon, adjournment being taken to meet in Philadelphia next year, at a date to be decided upon and announced later.

THE SPEECHES AT THE BANQUET.

On Thursday night the banquet at the New Sherman was attended by about 125 of the delegates and was a most enjoyable affair.

After the discussion of a very enjoyable menu, a few short addresses were listened to with marked attention by all present.

The address of welcome was delivered by M. M. Bear, president of the Plate Engravers' Club of Chicago and was in that gentleman's most happy vein.

Wm. P. Williams was introduced as toastmaster and it is unnecessary to say that he perfectly fitted into the requirements of the position. After a witty address, the toastmaster called upon W. J. Hartman, president of the Ben Franklin Club of Chicago, for a talk and that gentleman responded, taking for his subject "Cooperation," which he covered to the entire satisfaction of all present, judging from the liberal manner in which he was applauded.

The last address of the evening was by President Hoehn and his subject was, "The Necessity of the Association." There was certainly no doubt in the mind of any one present as to the wisdom of forming the Association when the speaker concluded his remarks.

The convention was a success from all points of view. THOMPSON.

Sale of School Books in Ohio

DAYTON, OHIO, July 19, 1911.—The State School Commissioner, Frank W. Miller, of this city, has received information of an alleged plan of certain publishing companies to defeat the order requiring school books to be sold in Ohio at 40 per cent. off the present list price.

According to the reported plan, it is the intention to issue a special edition of textbooks for Ohio, then raise the list price to such a figure that when the 40 per cent. is deducted, the selling price will be no lower than in the past.

State officials say that if this plan is foisted on the public, the Commission will stop the companies entering into and selling their product in Ohio.

Limited Editions

The Author.—"Would you advise me to get out a small edition?"

The Publisher.—"Yes, the smaller the better. The more scarce a book is at the end of four or five centuries the more money you realize from it."—Cleveland Plain Dealer.

POSTAL MATTERS

Return Coupons in Advertisements to Be Allowed—The Post Office Department Shows a Surplus—Publisher Myrick Indicted.

THE Postmaster-General issued an order on Wednesday of this week practically annulling the postal regulation prohibiting the use of return coupons in advertisements. The refusal to permit the use of such coupons has led to much controversy between publishers and the department. After giving the subject careful consideration, Mr. Hitchcock reached the conclusion that there was no logical reason for withholding this privilege, and he has accordingly decided to permit under proper limitations the use of coupons and other order-forms in advertisements, and also the insertion of what are called "cut-out" features in second-class publications.

A POSTAL SURPLUS!

Postmaster-General Hitchcock announced also that there was a postal surplus of \$2,400,240.16 on March 31, at the close of the first three-quarters of the fiscal year, and that probably there will be a surplus of \$3,500,000 for the entire fiscal year for the first time in the history of the department. At the close of the nine months' period one year ago, there was a postal deficit of \$2,709,384.23.

PUBLISHER MYRICK INDICTED.

It was reported in Springfield, Mass., on Tuesday of this week that a secret indictment had been handed down in Boston against Herbert Myrick, president of the Phelps Publishing Co. and the Orange Judd Co., both of Springfield.

The indictment is supposed to have some connection with the unsuccessful attempt of the Post Office Department to deprive Mr. Myrick's publications of the second-class rate. In April last when the case was heard a number of United States Senators attended the hearing and some of them expressed their indignation at the course pursued by the Post Office Department.

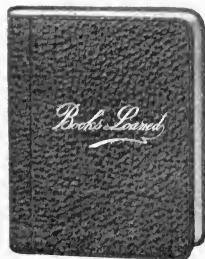
PERSONAL RECORDS

A Great Variety of Memoranda Books are Now Made, Each of Which is Intended to Serve a Personal Need.

It is an old trade axiom that goods well displayed are half sold; in consequence those articles which appeal to the eye in attractiveness sell easily and enable the dealer to make a good profit thereon, but unfortunately such goods,



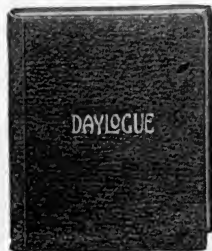
with few exceptions, are of the nature of holiday goods, which are salable only during the holiday season, but of the exceptions there stands out prominently in the stationery trade such leather goods as are for desk use, and particularly personal record books. These goods are exceedingly attractive and salable the year 'round, so they are profitable goods to carry, especially as there is no chance



of incurring a loss or having to sell them at bargain prices to close them out as is so often the case with holiday goods, while they possess all the attractiveness of holiday goods together with the stability of staples.

A GREAT VARIETY OF BINDINGS.

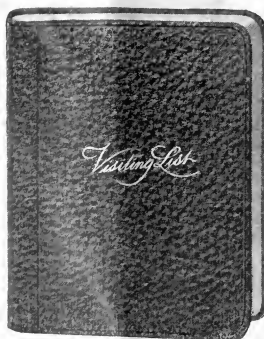
These personal record books are made in a great variety of bindings of leather, cloth and silk, including the most popular



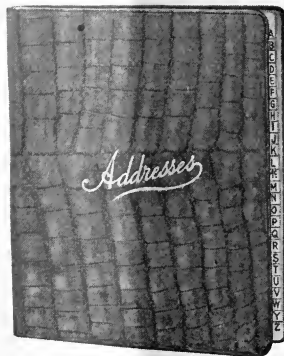
lar and desirable shades, and the prices range so they will suit the purse of all. These books have artistic title pages which have been made for them at considerable expense, and there is usually some small quotation anent the book's use which adds sentiment to its useful-

ness, and makes it particularly acceptable for gift purposes, at the same time not in any manner affecting its practical usefulness.

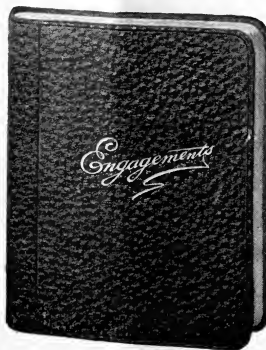
The variety of these books is very great, including something for the fisher-



man to record the "Fish I've Caught," a memorabilia for a record of all things in which the individual is interested, several wedding books, a babylogue for the sayings and doings of the baby, a gift



register for keeping a list of gifts made and received, and then there are guest books, visitors' registers, household inventories, laundry lists, possessions of mine, yact log books, automobile registers in several attractive and useful forms, birthday books, chap books, thought book, family expense book, autographs, and various my books in sets for individual needs, to say nothing of address books, engagement books, visiting lists, letter registers.



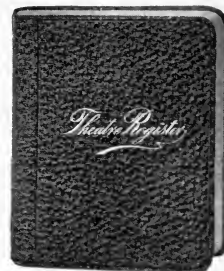
book registers, shopping lists, daylogues, etc.

CAN BE MATCHED IN SETS.

Books of the more popular titles can be matched in sets if so desired; for

instance, an address book in a particular style, size or binding can be matched with an engagement book, visiting list, letter register, book register or shopping list, so that all will be identical in size, binding and shade. This is something which adds greatly to their value and makes them more attractive whether for purposes of display by the dealer or for actual use.

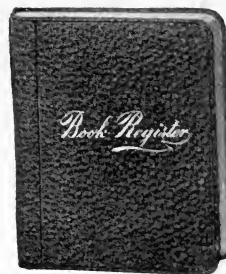
Full particulars concerning these goods



may be obtained from the manufacturers of the largest and most complete line of personal record books extant, the Kiggins & Tooker Co., 35-41 Park Place, New York.

Let Us Try

To cease trying to get something for nothing—grafting in other words—that we

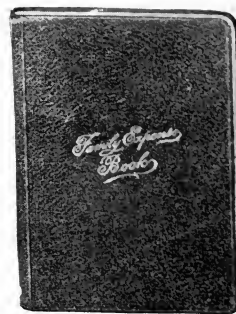


all agree to do just a little more than we agree to do, rather than a little less.

To realize that honesty is a question of efficiency, with its rewards in profits and that honesty is not a question of morals.

To know that fear is the root of all evil.

To know that the basis of all life is business life; that business is the system



by which we supply our wants and needs; that we are true to political life, true to social life as we are true to business life.

To realize that we must think of others if we would have them think of us; that we do as we think—for the thought precedes the act.



Crane's Ladies' Stationery.
Of well-known Merit
Yield a Profit to Dealer
Sold by Booksellers
— and Stationers
Z & W M CRANE
Dalton Massachusetts U.S.A.

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Typewriter Ribbons and Ink Pads

FOR ALL MACHINES.

Carbon Papers

FOR ALL USES.

Also a full line of Typewriter Linen Manifold Papers
Manifold and Train Order Books a Specialty

Bicrome and Polychrome Ribbons.

FOR ALL TYPEWRITER MACHINES.

The S. T. Smith Co.

11 Barclay St

Telephone 5922 Barclay

New York City

Discount to the Trade

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

Artists' Materials and Draughtsmen's Supplies

Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating.
Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.
AGENCIES in every part of the world—in every city of prominence.

LITTLE DOING

Philadelphia Stationers, Those Not on Vacations, Are Making Time Waiting for the Fall Season to Open.

(From Our Regular Correspondent.)

PHILADELPHIA, July 18.—Business has simmered down to almost nothingness; perhaps it would be more accurate, the week's thermometer respected, to say that it has been boiled down. For between the great torrid wave which is driving everybody out and the recurrence of the dull times which always follow the great July holiday the trade is merely marking time. Marking time and looking forward with expectancy. Indications are that irrespective of the future's yield of business it will be rich in trade history. For there are pending two moves which will attract very wide attention and both are practically certain to become actualities within the month or the next.

TRADE CHANGES COMING.

For a long time there has been pending a most important change not only in the personal but as well in the policy of one of the best known houses. There have been many difficulties in the way, but these have been successfully overcome and formal announcement soon will be made. In other case a house equally well known expects very shortly to inform the trade of a change in location which will mean the entrance into a decided expansion.

A little review of the immediate past shows that greater changes have taken place in the Philadelphia stationery trade during the past few years than in decades preceding. In fact, the trade has been almost rejuvenated. Without attempting a statement of the changes and expansions in time order there need only be recalled the new store of A. Pomerantz and the still newer one of William R. Gordon, both

taking rank at the handsomest and best appointed retail establishment in the country, the new home for the jobbing and retail business of George E. Mousley, said to be the largest of its particular kind in the United States, the incorporation of the James Hogan Company and the establishment of Lamb Brothers. If to these are added the two changes pending it must be evident that Philadelphia stationerdom is wide awake and growing. And, of course, in this little review the handsome Chestnut street store which the Globe Wernicke Company is just completing and which will be perhaps the very handsomest of its branch establishments must not be overlooked. Victor A. Young, who will be in charge, is giving his undivided attention to the multitudinous details which so great a venture as this involve.

MOUSLEY GIVES UP OLD STORE.

On Saturday evening last George E. Mousley gave up the keys of his old establishment, 505 Market street. And though he did in it a Fourth of July business which exceeded any ever enjoyed by him, there was not a wagonful of leftovers to be removed. Into the new establishment at 515 Market street there came during the week two carloads of blank books from S. E. and M. Vernon and the Roaring Springs Company, and 97 cases of iron toys. Mr. Mousley certainly looks with confidence to the future of business.

A visitor of exceptional interest among the very few who called was E. R. Schwerdtmann, of the Schwerdtmann Toy Company, St. Louis. Mr. Schwerdtmann pays the city an annual visit, aiming the trip in July, being a combination of business and pleasure. He proceeded from here to Baltimore.

E. R. C.

Some men are so lazy that they not only do not go to the door when opportunity knocks, but would not answer her if she rang them up on the telephone.

Midsummer Conditions in St. Louis

(From Our Regular Correspondent.)

ST. LOUIS, Mo., July 18.—The dull wave which seems to be general throughout the country is prevailing in St. Louis. Stationers are making the best of it they can, and none of them are complaining. Many employees are away on vacations and this makes the dullness appear less apparent. Several of the houses are taking inventory this month and others are replenishing their stock for the fall business.

Frank W. Palmer, of Levison & Blythe Manufacturing Co., is away this week attending the Shriners' Convention at Rochester, N. Y. After the Convention, Mr. Palmer plans to make a tour of New York State.

Edgar Woodward, of Woodward & Tierman Printing Co., is on the road to recovery after an illness of nearly a year.

The Stationers' Club held its monthly meeting on Monday evening, July 17. Among the many important matters that were discussed, the national convention next fall was foremost. Arrangements are now under way to charter special cars to transport the St. Louis crowd to Buffalo. Many Southern and Western stationers have signified their intention to stop at St. Louis and then accompany the St. Louis aggregation.

James Dorsey, of Dallas, Texas, a member of the National Catalogue Commission, spent Monday, the 17th, in town in conference with Robert D. Patterson.

Among the travelling men in town recently were Robert B. Randall, of Carter's Ink Co.; F. E. Korn, of Merriam Manufacturing Co.; Alfred S. Richter, of American Pencil Co.; E. M. Sullivan, of Stafford Ink Co.; W. H. Troupe, of Henry Bainbridge Co., and Walter H. Furlong, of Black Lithographing Co. SOUTHWEST.

Send us in samples of your window show cards—Others would like to see them.

THE WHITING PAPETERIE LINE

FOR THE FALL AND HOLIDAY SEASON IS NOW READY

These boxes merit especial attention and include many exclusive novelties both of Foreign and Domestic manufacture in a varied and attractive assortment.

The prices of these goods make them attractive to both jobber and retailer and selections made now will be held for Fall delivery if desired.

Our travelers are showing the line throughout their respective territories and you are cordially invited to call and see samples in our New York Salesroom.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street

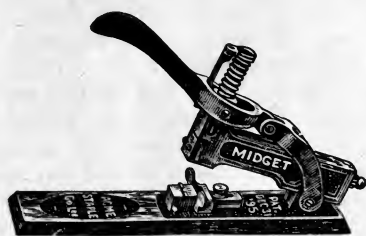


Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

COMPETITION HAS BEEN THE LIFE OF Acme Fasteners



PATENTED

They never show off to better advantage than when they are put in competition with other makes, with one result—ACME LEADS. They are splendidly adapted for binding together papers, light fabrics, ticketing samples, etc., etc.

AUTOMATIC DURABLE SIMPLE

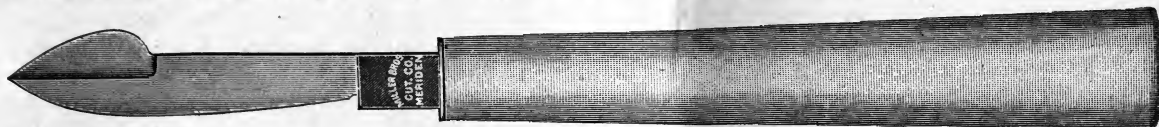
If your jobber cannot supply you, write us for descriptive matter and prices of full line.



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

GOOD

blank books are
good enough for
some trade, but

SHAW'S

BLANK BOOKS

are better for the
best trade. No
trouble to tell you
why.

Ask any First Class Stationer

1840



1911

The J. G. Shaw Blank Book Co.

261 - 267 Canal Street, New York

TYPEWRITER RIBBONS FOR ALL MACHINES



CARBON PAPER

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

311 St. Clair Ave., N. W.

Cleveland, Ohio

"NEVER AGAIN!"

Will you desert the

U. S.

Treasury Inks, Mucilage and Paste
for cheaper goods

No

But you may do the reverse.

A
Fair Price
And Quality,
Quality, Quality

Wm. A. Davis Co., Mfrs.
Boston

Miles S. Richmond, Pres.

GOOD IN BOSTON

Despite Season the Demand Is Surprisingly Good, Especially for Hot Weather Goods—But Few Visitors in Town.

NEW ENGLAND OFFICE: THE AMERICAN STATIONER, 127 Federal St., Boston, July 20, 1911.

While business in this section is expected to be more or less quiet, the local stationery trade, in view of experiences of the past ten days, when the thermometer at no time registered less than 98 in the shade, has done surprisingly well, and what few lines naturally show a decline in demand at this time have been offset by the demand for goods that go well during the hot season. The demand for fancy papeteries and all kinds of domestic stationery suitable for summer use has been exceptionally good. There is no complaint therefore.

John A. Sherman, of the Sherman Envelope Company of Worcester, Mass., and familiarly known to most everyone in the trade, is on a trip to California, and is not expected to return until the middle of August. While away he expects to visit Denver, Seattle and Portland, as well as San Francisco and Los Angeles.

John H. Daniels, of John H. Daniels & Son, is on an auto trip through New

England; the last heard of him being at the top of Mt. Washington, where he was observed making nature prints of the milky way to the throne we all hope to reach some day. You cannot beat John for getting advance information on the heres and hereafters, and it will be interesting to hear what he saw and learned on his auto trip.

T. L. Brownell & Co., of New York, manufacturers of blank book specialties, was one of the few trade visitors here during the past week. It was his initial visit to the Hub of the universe.

A. H. Bruel, representing the Stationers' Loose Leaf Company, of New York, was another who had courage to make a business trip to this city during the past week. Probably had heard so much of our cooling east winds that he thought he would forsake his sweltering brethren in the metropolis and hie himself to cooler climes, but sad must have been his disappointment when he reached here and found Boston the hottest spot on earth.

The National Shoe and Leather Fair has been holding forth here for the first time, and has attracted immense crowds from everywhere. The fact that Boston is in the center of the largest shoe making section of the world should no doubt induce the promoter of this year's fair to make it an annual feature in this city.

A. A. TANYANE.

The Retailer and National Advertising

Buy in sufficient quantities to make it worth your while to push them.

Instead of sticking the goods under the counter, remember your responsibility—display them. Let the public know that you handle these goods.

Teach your customers to ask for goods by name. Get it known that when a standard article is wanted you have it. Use intelligently all the helps the advertiser will furnish you. If they don't fit your local needs, write him. You must link his advertising to yours so that you will make two sales grow where one grew before.

And in your own advertisements if, instead of mythical reductions and continuous and unvarying bargains, you were to feature trade-marked goods, you would be investing your money more profitably.

The general advertising may seem far away. If it is, it's your fault. It's nearer than you think. It is standing right at your door. Open that door wide. Accept the responsibility you owe to the general advertiser. It is real. It is vital to the selling of trade-marked goods, and the selling of trade-marked goods is vital to good and standard methods of merchandising, and is becoming more so as time goes on.

VENUS PERFECT PENCILS

17 BLACK DEGREES—6 B TO 9 H

MADE IN THE FOLLOWING STYLES



PLAIN IN FULL 17 DEGREES



WITH PROTECTOR

The Protector is made of heavy gilt metal, highly polished, fitted with the finest erasive rubber



WITH TIP AND RUBBER

May be had in any degree from 4 B to 9 H inclusive. The tip is gilt highly burnished, surmounted with a green band and fitted with a piece of the finest gray erasive rubber made.

Write for catalogue and particulars. VENUS PENCILS are carried by the leading jobbers everywhere.

Also made in Medium and Hard COPYING degrees—in 6 styles.

AMERICAN LEAD PENCIL CO. 37 WEST 4th ST., NEW YORK
173 LOWER CLAPTON RD., LONDON

TOWER MANUFACTURING & NOVELTY CO.

306-308 and 350 BROADWAY, NEW YORK CITY, N. Y.

1911—HOLIDAY LINES—1912

will be displayed in the following cities
and in charge of the following representatives

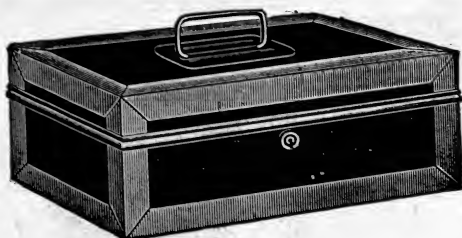
SALT LAKE CITY, UTAH 63-65 South West Temple Street JOHN N. KLEFF—FROM JULY 20 TO AUG. 20	KANSAS CITY, MO. Savoy Hotel E. C. McKEAN—FROM JULY 20 TO NOV. 1	MILWAUKEE, WIS. 250 W. Water Street F. J. GOETZ WILL BE HERE UNTIL NOV. 1
MEMPHIS, TENN. 148 So. Main Street P. D. WYNNE—FROM JULY 20 TO OCT. 15	ATLANTA, GA. 132-4 S. Forsythe Street W. H. HEADRICK—FROM AUG. 1 TO OCT. 15	DETROIT, MICH. A. R. STRAUSS AND M. H. SKADDEN FROM AUG. 15 TO OCT. 15
PITTSBURG, PA. New Century Building A. R. STRAUSS AND M. H. SKADDEN—FROM JULY 15 TO AUG. 15		

We would advise an early visit to see our display, as we have one of the largest, finest and most up-to-date line of Holiday Goods ever shown, comprising everything that goes to make up a complete line of Holiday Goods, including a very large assortment of China and Cut-Glass.

Be sure and take advantage of the large assortment, and do not wait until the lines are broken. Our prices are right and our display is one of the best in the United States.

Consult your own interests and be sure and see our line before making your Holiday purchases.

Our New York Sample Room, 350 Broadway, 60 x 100, is filled to overflowing with the latest Holiday Novelties that New York and Europe can produce. Visiting trade invited to call.



You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,
Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

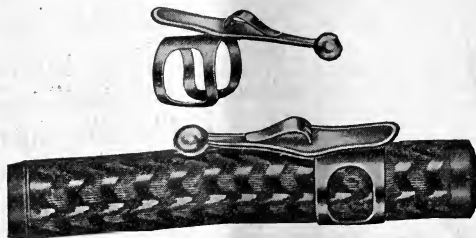
Merriam Manufacturing Co.,

- Durham, Conn.

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

*Sold by all
leading jobbers.*

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.



MARCUS WARD'S "HURRIED NOTES" TABLETS

A tablet of note sheets, with perforated borders, gummed, ready for mailing. Specially designed for people of few words and hurried writers. Excellent for brief home or holiday correspondence.

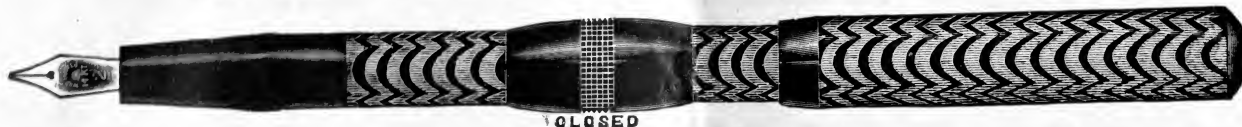
Can be retailed at a popular price. Made in two sizes; in white, blue, or gray "Art Fabric" paper. Send a sample order, which can be filled immediately upon receipt.

NEW YORK SALESROOM
369 Broadway
Telephone, 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

OFFICE AND FACTORY
116-124 39th St.
Brooklyn, N. Y.
Telephone, 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



CLOSED

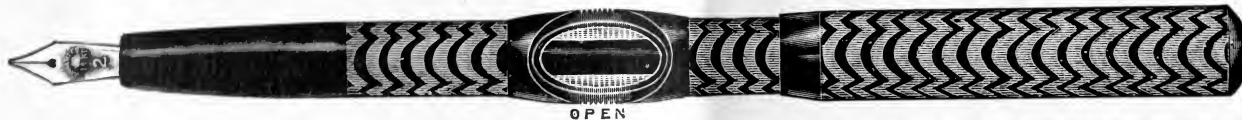
Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.



OPEN

Plain,
Chased
and
Gold-
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

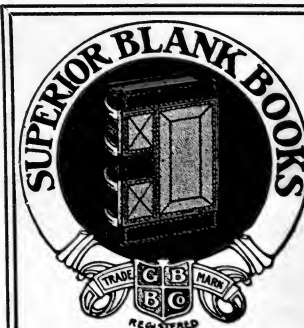
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



ACTUAL SIZE

6 on a card—6 cards in a box

Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

EBERHARD FABER, New York

TRADE ITEMS

Midsummer conditions prevail in the stationery trade throughout the country, and as everybody knows what these words mean little else need be said. But while this and the next three or four weeks is the Dead Sea stage in the year's business, still there is no great amount of "kicking" being done. It's dull—we all know it—and if it isn't dull it ought to be. This being so those concerns that are doing something are really not having a healthy trade, as it is unusual at this time of year to be busy. Some of the activity no doubt is due to the fact that so many are away on vacations it leaves the big houses short-handed, with the result that considerable hustling is being done to keep up with the regular routine. The stationers that have a legitimate excuse for being busy at this time are the stores at the summer resorts in the country and those at the seashore. As this is the height of their season they are all enjoying a very good trade. Other retailers are doing a little; the jobbers are quiet and the manufacturers are at a standstill as far as new business is concerned, as all their travelers are now in from the road.

Among the stationery buyers seen in the New York market last week was T. P. Burtis, of Hale Bros., San Francisco, Cal., who was buying stationery and toilet articles for his department.

After having conducted for nearly sixty years a book and stationery store in Rock Island, Ill., members of the Crampton family have disposed of their holdings in the business to Daniel Burkey, of Sterling, that State. The sale was made by A. W. Crampton, who purchased the stock and business from his uncle, Richard Crampton, six years ago, and who has since that time conducted the affairs of the store suc-

cessfully. The store was established nearly sixty years ago by Mr. Crampton, who is one of the oldest merchants of the city, the best known in western Illinois. Mr. Burkey, the new owner, lives in Sterling where he holds extensive real estate. He will leave the management of the store here in the hands of R. Crampton. It will be known as the Crampton Book & Stationery Company, with Daniel Burkey as president and R. Crampton as manager, Miss Sadie Dryman continuing as head sales lady.

Theodore Lightcap has sold his book and stationery store in Chambersburg, Pa., to Howard Yeager, another stationer of the county seat, who will conduct the two stores.

July 6.—Fire starting in basement of C. E. Finley Book & Stationery store in Kirkwood building at Seventh and Broadway, Pittsburg, Kan., destroyed building covering half a block and housing three business establishments. Loss \$120,000.

K. G. Berger, buyer for Callender, McAustan & Troup, of Providence, R. I., was looking over the New York book and stationery market last week.

No 7016. Novelties, toys, entertaining devices, etc.—A report from an American consular officer in Canada states that a business man in his district intends to establish himself in a business as a dealer in the following lines: Trick cards, mechanical conjuring toys and tricks, entertaining devices generally and apparatus of service in amateur conjuring, apparatus for producing conjuring illusions, novelties in all varieties of smaller goods, masquerade costumes, wigs, faces and make-up, and mechanical toys. He desires to be put in touch with American manufacturers and wholesalers handling these lines of goods. Those interested should address the Bureau of Manufactures, Washington, D. C., and should refer to "Inquiry No. 7016."

The office of the new Big Ben Binder,

mentioned in THE STATIONER of two weeks ago, is now in large quarters, room 313, at 108 Fulton street, New York.

A disagreement between two firms occupying the ground floor of the building at 371 Broadway, New York, led to a motion before Supreme Court Justice Cohalan last week by the Roeno Company for an injunction against the Shaw-Walker Company restraining the defendant from interfering with the plaintiff's use of half the show window in the store for advertising purposes. The defendant, paying \$7,750 a year rent, sublet a part of the premises to the plaintiff for \$2,000 with the agreement that they should share the window space equally. The arrangement went along smoothly until a representative of the defendant firm, which sells office furniture, came along one day and found the sidewalks in front of the store crowded with boys and girls and persons who had no desire for the defendant's goods. There were watching an artist demonstrating a pencil sharpener, telephone table and letter opener for the plaintiff. The artist was drawing caricatures. The defendant ejected the artist, but not long afterward five men appeared in the window to give exhibitions. The defendant got enough men to eject the five and then the plaintiff asked for an injunction. The defendant insisted that the exhibitions drew a motley crowd that wouldn't buy goods from either firm. Justice Cohalan agreed with the defendant, but granted an injunction preventing the defendant from interfering with the plaintiff's use of the window in a proper manner and as it was used before the firms fell out.

An involuntary petition in bankruptcy has been filed in the United States District Court against James L. Perkins & Co., a New York corporation, publishers and bookbinders at 11 Cliff street, that city, by the Quinn & Bodin Company, the Van Rees

You Can Individualize Your Xmas Assortment

by a selection from our line, which is on display here at the New York salesrooms or at our Chicago office.

Now is the time we are in a position to give you the best possible variety and give your orders our most careful attention.

You can offer to your trade, from Hurd's Holiday Line, values that will bring new and permanent customers to your store.

You should have in your stock a supply of Hurds Auction Bridge Pads. We have three different styles: Auction Bridge, Ideal Auction Bridge, and Model Auction Bridge. We are selling enormous quantities of them.



GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

We make the best that can be made and sell to dealers only.

Press and the Smith & Hessler Co., with claims of \$6,958. It is alleged that the corporation of Perkins & Co. is insolvent and has admitted in writing its inability to pay debts and has admitted its willingness to be adjudged a bankrupt. The liabilities of the alleged bankrupt are placed at \$57,548, with assets consisting of bound and unbound books, electrotype plates and office fixtures and accounts receivable amounting to \$12,000. Judge Hand, of New York, appointed Charles H. Throckmorton as receiver under a bond of \$10,000.

E. G. Lewis, of St. Louis, until recently publisher of several magazines and a promoter of enterprises, was indicted by a special grand jury in the United States District Court, on Monday of this week on charges of fraudulent use of the mails.

The Duryea Company, 108 Fulton street, New York City, states that one hundred jobbing houses throughout the country are handling its "Non-Leak" self-filling fountain pen. The pen can retail for \$1, while the price per dozen to the trade is \$8. The jobbing trade can obtain prices and further information about the pen by writing the makers at address given.

The Boorum and Pease Loose Leaf Book Company, of 109-111 Leonard street, New York, is fast getting its line of loose leaf devices into shape, and when completed it will be most extensive in every way. The company calls special attention to its line of stock rulings for loose leaf ledgers. There are five different sizes and sixteen different styles of ruling in the line, which

are furnished in three different grades of paper. The method of packing is unique, 100 sheets being enclosed in an envelope and five envelopes in a box, making a ream in each box. The company issues an attractive sample book of rulings which it is distributing in the trade. If any dealer has failed to receive one the company will be glad to supply it on request.

Because the Post Office Department desired more time to prepare data the commission which is to investigate second class postage rates has postponed until August 1 the meeting scheduled for July 18. The meeting will be held in the Post Office building in New York. Associate Justice Hughes, of the Supreme Court, is chairman of the commission.

The L. L. Brown Paper Company, of Adams, Mass., held its annual meeting last week, and the following officers were elected: President, C. C. Jenks; clerk, W. S. Jenks; treasurer, A. B. Daniels; directors, C. C. Jenks, A. B. Daniels and W. S. Jenks. The company is raising the front on the Fisk Brook reservoir $6\frac{1}{2}$ feet. Meanwhile only the finishing department of the mills is being operated.

No. 6996. Sealing wax and novelties of all kinds.—A business firm in an European country informs an American consular officer that it desires to be placed in communication with American manufacturers of sealing wax. This company is also interested in American novelties of all kinds and would like to hear from manufacturers of the same. Further particulars can be

obtained by addressing "Inquiry," No. 6996, care of Bureau of Manufacturers, Washington, D. C.

The schedule of the assets and liabilities of the Groene Music Publishing Company, of Dayton, Ohio, has been filed in Hamilton County, that State. The indebtedness is placed at \$19,380.11. The assets consist of stock in trade valued at \$3,000; fixtures valued at \$60; copyrights and plates and debts due on open accounts, amounting to \$1,146.10. J. C. Groene signed the schedule as president of the company.

Sealed bids will be received by the Board of Water Supply at its offices, seventh floor, 165 Broadway, New York, until 11 a. m. August 1, 1911, for contract Y, for furnishing and delivering Class B C stationery and printed forms.

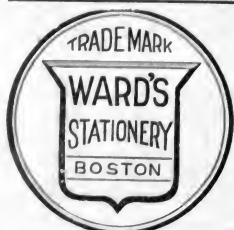
In a recent case that came before the Board of General Appraisers at New York sets made up of an envelope rack, a small stamp box, a blotter tablet and a blotter, which were classified as fancy paper boxes under paragraph 405, tariff act of 1897, were held dutiable as manufacturers of

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



IT'S THE REPEATS THAT PAY

The first sale is merely the introduction. It's the repetition of that first sale to the same customer that pays.

WARD'S—"A LINE A DAY"

Made in 42 Styles **BOOKS** Made in 42 Styles

will prove so valuable and interesting to your customers, that they will come again and bring their friends. Ward's "A-Line-a-Day" Books have created more substantial trade for Stationers than any other specialty. They are only one of many of our trade makers.

WARD'S SAMUEL WARD COMPANY **BOSTON**
57-63 FRANKLIN STREET
New York—821 Broadway. Chicago—167 Dearborn St.
San Francisco—833 Market Street.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of

ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper.

Also Sherman's New Double Tongue Metal Clasp Envelope and the

Sherman Linegraphic Envelope. Send for Samples and Prices of Sherman's New Double Tongue Clasp.

SHERMAN ENVELOPE CO.,

WORCESTER, MASS.



paper (par. 407), as claimed by the importers.

Edward Lauterbach, at the meeting of the Board of Estimate of New York City on Tuesday of this week, pleaded for 1,000 newsdealers in Manhattan who will be affected by the passage of a resolution now pending for the removal of all encroachments within 100 feet of any sidewalk entrance to elevated or subway stations. The resolution was presented by President McAneny. "The resolution, if passed in its present shape, will wipe out the livelihood of these men," declared Mr. Lauterbach. "Unless the change is demanded by any great public interest I do not think that their business should be destroyed." The resolution does not affect newsstands under the elevated stairways. President McAneny consented to action being postponed until July 27. Between now and then he and Mr. Lauterbach will confer with a view toward saving the 1,000 newsdealers affected by the proposed ordinance.

A petition in bankruptcy has been filed against the Fuchs Bros. Company, jobbers in notions and novelty jewelry, at No. 39 Lispenard street, New York. The business was started in 1905 by Fuchs & Weintraub and the present company succeeded to it in August, 1910, with capital stock \$5,000. Liabilities are \$7,000 and assets \$2,000. Judge Veeder appointed Harold Elgar receiver, bond \$1,000.

The Navy Department is calling for proposals until July 25 for 150,000 rolls toilet paper for the Brooklyn Navy Yard, of which 50,000 rolls are to be delivered not later than September 1, 1911; 50,000 additional not later than October 1, 1911, and 50,000 rolls additional not later than December 1, 1911. Also on the same date for 25,000 rolls for the Norfolk Navy Yard, to be delivered not later than September 1, 1911.

The Treasury Department made the announcement this week of the establishment of parcels post conventions with Hayti and Brazil.

OBITUARY

AARON WOODRUFF KELLOGG.

Aaron Woodruff Kellogg, a lifelong resident of Elizabeth, N. J., died at his home, 659 Newark avenue, that city, Wednesday, July 12. He was 87 years of age. Deceased was the son of Elijah Kellogg, who was formerly a prominent merchant and a large landowner, and was at one time judge in the county.

Mr. Kellogg, with the late Henry Kiggins, also of Elizabeth, formed the firm of Kiggins & Kellogg, publishers and binders, of New York. In March, 1866, Mr. Kellogg sold out his interest to C. P. Tooker and I. C. Kiggins and the firm then became known as the Kiggins & Tooker Company, and still survives under that name

at 35-37 Park Place, New York City, with Mr. I. C. Kiggins at its head.

Mr. Kellogg is survived by his widow and three sons. The funeral services were held on Friday, July 14.

HERSEY BROWN.

Hersey Brown, senior member of the firm of Brown, Lent & Pett, of 90 William street, New York, was overcome by the heat at the corner of William street and Maiden lane, that city, on Wednesday of last week. He died soon afterwards in the St. Gregory Volunteer Hospital, on Gold street, of a fractured skull. He was returning from lunch when he fell.

Mr. Brown was born in Concord, Mass., sixty-four years ago and had lived in Brooklyn for forty-four years. In 1881 he established the stationery business at 90 William street, where he had been ever since. He leaves a wife, Bertha, and a son, Richmond Brown, who is a lawyer in New York.

Private funeral services were held at his late residence, 8 Clark street, Brooklyn, on Friday of last week. Mr. Brown was a member of the Hamilton Club, secretary of the Rembrandt Club and president of the board of trustees of the Second Unitarian Society, all of Brooklyn.

Send us in samples of your window show cards—Others would like to see them.

PRESTIGE

¶ That which we would have of permanent endurance is of slow growth.
¶ Prestige cannot be acquired in a day.—It must be proved as surely as personal integrity.

¶ The CRANE papers have won prestige and an enviable reputation by their rigidly maintained high standard of quality—made possible by over a hundred years of experience in fine paper making.

¶ The MADE IN BERKSHIRE papers, embracing all that is best from the moderate priced to the more expensive productions, have a prestige which has been won by over eighteen years of high-class stationery manufacture. In the conception and production of goods of this character, an organization of trained experts is necessary.

¶ The home of the Made in Berkshire papers is the largest fine stationery plant in the world—covering over 300,000 square feet of floor space filled with the most complete and modern mechanical appliances and employing nearly 1,000 trained operators.

Quality—Reputation—Integrity—Service—build for prestige.
Dealers in making up their fall orders will consider these facts. Why not sell that which offers the least resistance?

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

WINKIE PINS

A novelty in stick pins with which to adorn (?) one's person are known as Winkie pins and are for sale by the New York News Company, of 15 Warren street, that city. These pins come in the shape of grotesque heads which have eyes that move constantly, being hung as they are on fine wire which responds to every movement, vibrating with the slightest change of position. Apart from the peculiar eyes the



SAMPLE WINKIE PIN.

Winkie's are funny things to look at and ought to sell to those who like to have a little fun even if the source is a bit uncanny. The Winkies sell at 60 cents a gross, retailing at 5 cents each.

THE GAME "LOTTO"

The very interesting game of Lotto makes a pleasant diversion for disagreeable weather, either hot or cold, and for that reason should be found in the stock of stationers to supply the needs of their customers who are looking for a little distraction. The game comes in three styles, packed in boxes and sells to the trade at 75 cents a dozen; it retails for 10 cents.



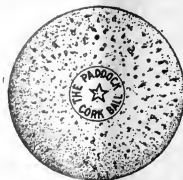
THE GAME OF LOTTO.

The trade is being supplied by the New York News Company, 15 Warren street, New York.

SURF BALLS

Stationers located in districts where there is water ought to sell a lot of cork balls that are used as a pastime by bathers. As the balls are light in weight they do not sink and floating on the water when not in play—the are easily recovered. Unlike

base balls they can not injure any of the players and for that reason are not dangerous for boys and girls. They are supplied the trade by the New York News



SURF BALL.

Company, 15 Warren street, New York. The balls retail for 25 cents apiece and are sold to the trade at \$2 per dozen.

A BARREL OF BLISS

L. H. Fielding, of the Tower Manufacturing and Novelty Company, 350 Broadway, New York, has been looking out for the poor man this season, and is showing a great line of articles suitable for a smoker; such as trays, cigar lighters, humidors, cuspidors, etc. One of the best is called "A barrel of bliss." This is a barrel-shaped box for holding tobacco or



A BARREL OF BLISS.

cigars, made in the rich Colonial brass effect and measures 6½ inches in height.

This box costs the trade \$1.40 each, and will make a good seller at \$3.00 retail.

Another good item is the No. 200 hanging match box, of polished brass with a fire-proof lining. This retails at 25 cents and costs \$21.00 per gross.

SANTA CLAUS TOWER

The holiday line of the Tower Manufacturing and Novelty Co., 306 Broadway, New York, which, this week, is on show in some of the principal cities of the country, contains the largest and finest assortment of holiday goods that the company has ever offered to the trade. The company's advertisement, which will be found on page 9 of this issue, gives the dates on

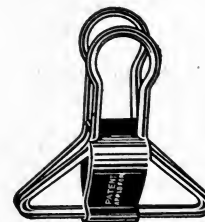
which the Tower representatives will display the line in the big market centres.

Stationers located within easy striking distance of New York would do well to call at the company's fancy goods department, at 350 Broadway, New York, and look over the line. There they will find a store 60x100 feet, crowded with tables on which are displayed samples of the holiday line. The variety and extent of the 1911-12 goods and their novelty and richness make this line the best that expert buyers could bring together. New York and Europe have been thoroughly gone over to make the selection now shown.

The company's word to the wise is to look over the line before placing orders for the holidays.

"L. O. K." CLIPS

A strong clip of large capacity is the "L. O. K." with which the Frank A.



L. O. K. CLIP.

Weekes Manufacturing Company, of 93 John street, is now supplying the trade. It is made of spring wire, is nickel plated and makes a neat and attractive office accessory. The clips retail for 5 cents.

The Unwary Purchaser

Professor Hugo Munsterberg of Harvard University, is conducting a series of experiments for the purpose of ascertaining what constitutes an "unwary purchaser" and is experimenting with various trade-marks and labels and imitations thereof. The powers of observation and memory of the intending



HANGING MATCH BOX.

purchaser are being experimented with so that the result of such experiments may be at the disposition of the courts in aiding them to reach a conclusion whether in a given case an "unwary purchaser" would be deceived or not.



CARBON PAPER FACTS

Brains and Matter

What is the use of using good brains on wrong matter? What is the use of trying hard to build up a paying Carbon Paper and Ribbon business unless you work with a manufacturer who will give you right price and right service? The most successful stationers, that is to say the stationers who get and place the big orders, have emphatically endorsed our service—they have made us the largest manufacturers of Carbon Paper in the world. They did not do that out of sentiment or friendship—they did it for cold blooded business reasons—because it was to their personal advantage. We work with the stationer—we take no orders direct from the consumer. Samples and prices for the asking.

MANIFOLD SUPPLIES CO.

A. L. FOSTER, President

O. G. DITMARS, Vice-Pres.

180 THIRD AVE.,

BROOKLYN, N. Y., U. S.

IN CHICAGO

**With the Passing of the Hot Wave Business
Has Picked Up—As It's Vacation Time
Not Much Is Expected.**

Western Publication Office,
431 Dearborn St., Chicago, July 18, 1911.

Better weather conditions have caused business in stationery lines to take on considerably more life, and trade has been more active this week than last. However, it cannot be said that there is any great volume to the business now being transacted, as it is the vacation period, and many employees are away on their annual outings. This is generally true at this season, and applies to other lines as well as stationery. It is not likely that trade will be brisk again until the coming of Fall. It is expected, however, that business will be quite active this Fall, as there seems to be a growing feeling that business is on the up-grade again. Crop prospects are improving on account of more moisture in the sections where it was needed, and the indications that the total crop will be very large are good at this time, and this is causing the business world to feel more encouraged as to future conditions.

SANITARY DRINKING CUPS.

Many of the stationery stores have added a line of sanitary drinking cups to their stock. These are made of paper, card board and aluminum, and are being sold quite freely. The trains have discarded the old tin cup, and this is true as well at all public fountains, and to make sure of a drink, one is now required to have a cup handy when in need of a drink, and this means quite a trade on the articles.

H. W. Johnson, one of the genial representatives of the Carter's Ink Company in the West, has been spending a two weeks' vacation with his brother in Glen Ellyn, Ill. Mr. Johnson starts out for his field of labor very much refreshed, and states that he will start a vigorous campaign for business. Any orders to get away from him will need to have unusual speed.

A. W. Thomas, one of the city salesmen for L. E. Waterman & Co., is spending his vacation in Wisconsin.

Thomas Merriell, formerly with Cameron, Amberg & Co., has joined the sales force of S. D. Childs & Co., in the Chicago territory.

Charles E. Falconer, president of the National Association of Stationers and Manufacturers, was a Chicago visitor last week. Mr. Falconer called on a number of his friends in the stationery field, but did not remain in the city long.

Charles A. Elsy, representative of the Aiken-Lambert Company, left the first of the week on his regular trip over his Indiana and Ohio territory.

It is vacation time at the office of the

Eaton, Crane & Pike Company Chicago office. Harry S. Adams, manager, and A. F. Overstreet are spending the month at Sisters Lake, Michigan, and are reported to be enjoying themselves hugely. A. C. Statt is spending his vacation in Wisconsin, while G. G. Souerby is holding down the office in the absence of the others. The latter's time will come later on.

COLLINS-GOODMAN CO. IN TROUBLE.

Some surprise was expressed when it was learned that a receiver was placed in charge of the stock of Collins-Goodman Company, on Madison street, on Thursday last. The Central Trust Company of Illinois is in charge, and it is understood that the affairs of the corporation will be wound up and distribution made to creditors. It is a little early to be able to state how well the creditors will fare, but it is not believed that they will receive anywhere near the face of their claims.

Dumonte A. Whiting, of the Vosburgh & Whiting Company, stationers, of Buffalo, New York, was a Chicago visitor last week, and called on a number of his acquaintances in the trade while here.

Arthur J. Walker, manager of the office supply department of the Farnham Printing and Stationery Company, Minneapolis, was here last week, and renewed acquaintance with many of his friends in the trade while here.

John Dengler, one of the salesmen of Stevens, Maloney & Company, is spending his vacation at North Lake, Wisconsin, where he reports the supply of fish steadily decreasing.

Mrs. Nathan Whitman, wife of Nathan Whitman, the veteran member of the sales force of Carter's Ink Company, died in this city on Saturday last, and was buried yesterday. Mrs. Whitman had lived in Chicago for many years, and was well known and highly esteemed by a wide circle of friends.

Traveling representatives are scarce at present, probably due to the fact that they are enjoying their vacations. George S. Fulrath, representing M. Kamenstein, New York, is scheduled to arrive in the city tomorrow, and he will just about have the field to himself.

THOMPSON.

PERSONALS

E. F. Perry, of the Weekes-Numan Co., 39 Park place, New York, returned last week from a trip to his Canadian customers.

Bruno Zoekler, of Davenport, Iowa, was among the visiting stationers who looked in on the New York market on their way to the Shriners' Convention held at Rochester, N. Y., last week.

Friends of J. D. McLaurin, of the James D. McLaurin Company, maker of the gummed tape machine, will learn with regret of the death of his infant child, who died on Sunday last.

H. L. Carman, manager of the New York office of Mabil, Todd & Co., returned on the Lusitania on Friday of last week from a flying trip to London. Mr. Carman was in that city for only 12 days. He reports that the business has went way ahead of last year—which by the way, was a record year.

Hampden Hoge, of the Big Ben Binder Company, 108 Fulton street, New York, and his wife left this week for a month's stay at Berkshire Inn, Litchfield, Conn. Mr. Hoge will run into New York occasionally to see that the "Big Bens" are being distributed among the trade where they have already met with much favor.

J. W. R. Merckle, president of the Thaddeus Davids Company, who is spending the summer at Oscawanna Lake on the Hudson, New York, is reported as having caught 70 bass and pickerel last Saturday. Davids Security mucilage makes good bait, as once it takes hold, it sticks. All fishermen prospective and otherwise should write "Merck." for samples or get his press agent's name.

Irving P. Favor, American representative for L. & C. Hardtmuth, manufacturers of the well-known "Koh-i-noor" pencil, returned to his office, 34 East 23d street, New York City, on Monday of this week after several weeks' absence in Chicago and Marshall, Mich. While away, Mr. Favor managed to combine a little pleasure with business, and from his appearance it would look as though he enjoyed both.

A vacation party that ought to return to New York in a few weeks thoroughly satisfied with their outing is or will be made up of L. E. Waterman, W. H. Kernan, H. V. Terhune, the Hon. "Bill" Smith, W. I. Ferris and perhaps one other. This "bunch," as might be supposed, are connected with the staff of The Pen Prophet published in New York. Being on The Prophet they are Simon pure clairvoyant reporters and being able to read the future they say that: "Of course we'll have a good time." New Hampshire is their destination.

H. A. Stacy, formerly with the Samuel C. Tatum Company, is now with the Boorum & Pease Loose Leaf Book Company, of New York City and St. Louis, who bought out the Sieber & Trussell Manufacturing Company of that city. Mr. Stacy has just started on a trip to visit the most important points in Canada and it is likewise his intention to call on the trade in the United States to demonstrate the merits and completeness of the Boorum & Pease Loose Leaf Company's line of loose-leaf devices. Mr. Stacy is well known for his hustling abilities and genial characteristics and that he will "make good" is practically an assured fact. His many friends in the trade will wish him well in his new position and that the new arrangement will be mutually profitable to all concerned goes without saying.

L&C Hardtmuth's "KOH-I-NOOR" Pencils

in constant demand

"KOH-I-NOOR" Pencils
and
"MEPHISTO" Copying Pencils

are the finest pencils made. They cost more, but in the long run are much cheaper

WE RECOMMEND THEM AS THE BEST

Importers and Wholesale Distributors

MINNEAPOLIS PAPER CO., MINNEAPOLIS, MINN.

"KOH-I-NOOR" ✕ MADE BY L&CHARDTMUTH IN AUSTRIA.

FER

RAPHAEL TUCK & SONS CO.

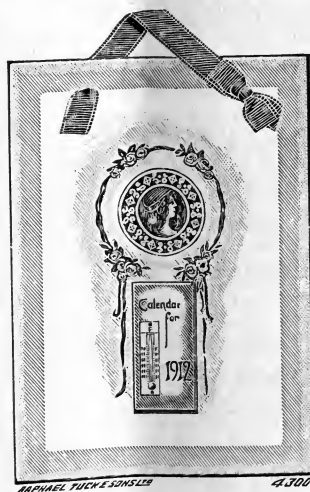
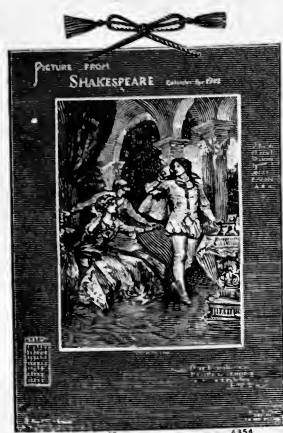
ANNOUNCE THEIR

Ltd.

HOLIDAY LINES FOR 1911-1912

CHRISTMAS AND NEW YEAR POST CARDS.
HOLLY CARDS AND SEALS.
JUVENILE AND PAINTING BOOKS.
CHRISTMAS TREE NOVELTIES.
CHRISTMAS AND NEW YEAR CARDS.

AUTOGRAPH STATIONERY.
TOY BOOKS AND DOLL SHEETS.
PAPIER-MACHE TOYS.
PICTURE PANORAMAS.
PAPER DRESSING DOLLS.



CALENDARS

THE TUCK HOLIDAY LINES ARE UNUSUALLY ATTRACTIVE

TAKE EARLY ADVANTAGE OF THE FULL ASSORTMENTS AND DO NOT WAIT UNTIL THE LINES ARE BROKEN

Raphael Tuck & Sons Co., Ltd., 122-124 Fifth Ave., New York
London Capetown Paris Berlin Montreal



MISREPRESENTATION

What Protection in Law Has the Stationer
Against His Dishonest Competitor—
The Question Answered by a Lawyer.

By ELTON J. BUCKLEY.

Copyright, 1911.

I have received several inquiries recently from subscribers to THE AMERICAN STATIONER asking what protection the law gives against the dishonest claims of competitors. One party writes:

"Have the legitimate stationery dealers any remedy in equity against a store taking trade away from legitimate retailers by fraudulent misrepresentation of values that are impossible, as well as making gross and willful misstatements of fact in newspaper advertisements, as well as by word of mouth, as to values?"

In order that you may thoroughly understand the conditions, would explain that recently there opened up for business in my city, what is termed a "fake" bargain stationery store that willfully misrepresents the value of its goods which are sold at what they represent to be bargain prices. As a matter of fact, their representations are absolutely false in every respect.

The legitimate stationery dealers are anxious to find some way of proceeding against this unscrupulous "fake" store.

It seems timely that I should dilate somewhat on this phase of the law, inasmuch as all business men are apt to encounter dishonest competition of this sort, and a considerable percentage do encounter it every day.

HOW SUCH COMPETITION WORKS.

Dishonest competition usually works through lying advertising, though verbal statements are, of course, often resorted to. Generally speaking, it consists of claims that certain goods advertised are "worth" so much more than the asking price, or are "regularly sold" at more, or are the same that are being sold at other stores for so much more.

Upon these foundations all manner of false and deceptive statements are laid, and the honest dealer who needs to meet them often finds himself somewhat nonplussed. Almost everywhere there seems to be a lack of knowledge as to whether such practices can be prevented, and if so, how.

Dishonest advertising is punishable as such in but one State—New York, but even there the law is not enforced. Dishonest advertising, however, is punishable as a cheat and false pretence in practically all States.

We get our rights to proceed against such things from an old English statute which provides that "all persons who knowingly and designedly, by false pretence or pretences, obtain from any person or persons money, goods, wares or merchandise, with

intent to cheat and defraud, should be offenders against the laws and public peace."

Virtually all of the States of the Union have adopted this statute in some form, and under this legislation it is therefore a criminal offence to cheat or practice false pretence throughout the United States.

LIABLE EVEN FOR A LIE.

In many States a bare lie is enough to make the teller liable. For example, in Pennsylvania there is a case on record in which the seller of a refreshment privilege told the prospective buyer, to whom he had quoted a price of \$50, that somebody else had offered \$75. This statement was not true, and the court held that the seller was liable to criminal prosecution for false pretence.

Here is a useful definition of what constitutes a false pretence: A false and fraudulent representation or statement, made with knowledge of its falseness, and with the intent to deceive and defraud the person who listens to it, and which is calculated to induce the person to whom it is made to part with something of value.

Although this is perfectly lucid, the courts have not always found it easy to decide what is and what is not a false pretence. For instance, if a dealer in some kind of merchandise that has no fixed market value, say, for example, a picture, were to definitely claim that it was worth \$50 no court would convict him of false pretence even though it was really worth only \$10. That because its value was wholly a matter of opinion, and when he claimed it to be worth \$50 he merely expressed an opinion which was as good as that of anybody else.

To show the contrary of this proposition, let us say that a cigar dealer is offering a certain brand of cigars which is always sold to the dealer at \$35 a thousand, and which the dealer ordinarily sells to the consumer at five cents each. Suppose that the fake dealer offers the same brand with the statement that they "are selling all over the United States at three for a quarter." He is without doubt guilty of false pretence and could be indicted, for what he said was not a mere opinion, but a positive statement of fact.

CASES ON FALSE PRETENCES.

There are several cases on record which decide that false pretence can be made by advertising. In fact, as I have said, that is the way in which it is usually done.

There are also other cases which hold that positive statements made by the seller as to the quality of his merchandise, which are not mere expressions of opinion, can be prosecuted as false pretence. For instance, a jeweler sold 6-karat gold jewelry representing it to be 15-karat. He was indicted and fined. But a fruit dealer who falsely offered cantaloupes as the finest grown in Colorado was not, because it was

mere dealer's puffery, a certain amount of which the law allows.

The courts have also decided that it is a cheat and a false pretence to falsely claim that goods were selling at a certain higher price elsewhere. This is a favorite statement, made thousands of times every day, almost wholly through advertising. Sometimes it is true, other times it is simply carelessly and recklessly made without knowledge or care whether it is true or not, and sometimes it is known to be false.

In either of the last two cases the maker of such statements is guilty of a criminal act and can be indicted upon the complaint of any person to whom his false statements are made and who is defrauded as the result of them.

MISREPRESENTATION THE GIST.

Here is one highly important point about the law of false pretence: It makes no difference whether the article bought through false pretences has a value or not, if the buyer was led to buy it by the seller's misrepresentations believing it to be different than it was. For instance, I will suppose a case: A stationery dealer advertises an article of a certain make for \$3.50. He claims that it is regularly sold at \$5 and that \$3.50 is below the usual wholesale value. As a matter of fact, the article is not of the advertised make it regularly wholesales at \$2.50, and is fair value at \$3.50, the price at which it is sold.

The dealer is still guilty of false pretence because he obtained money—made the sale—through false representations. The buyer bought in the inspired belief that the article was of a certain make and worth \$5; otherwise he might not have bought at all.

Where the dealers of a community wish to proceed against one of their number who is disorganizing the trade by practices like those mentioned, they should always proceed through some one who has bought the falsely advertised goods.

If it can be proven that the statements made in the advertising or otherwise were false, and must have been known by the maker to be false, or were recklessly made, and that they were calculated to induce persons to part with money, the action will lie.

Care should be taken, however, not to rely upon such portions of the statements as could be reasonably be called mere expressions of opinion, for all courts will throw them out.

The newest thing introduced is a leather presenting exactly the appearance of the straw plait as used in Panama hats. This is being applied with very good effect to the manufacture of pocket books and fancy leather articles. Lamb skins or light calf skins are used, and they are tanned, colored and machine grained to represent straw plait.



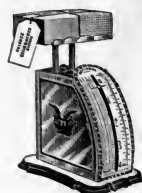
It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved. Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



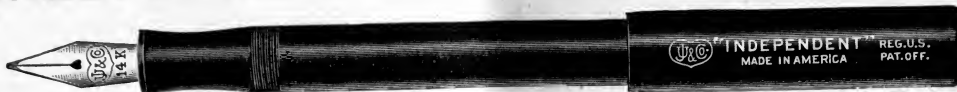
Mail and Exp. 16 lbs.
 Commercial .. 12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

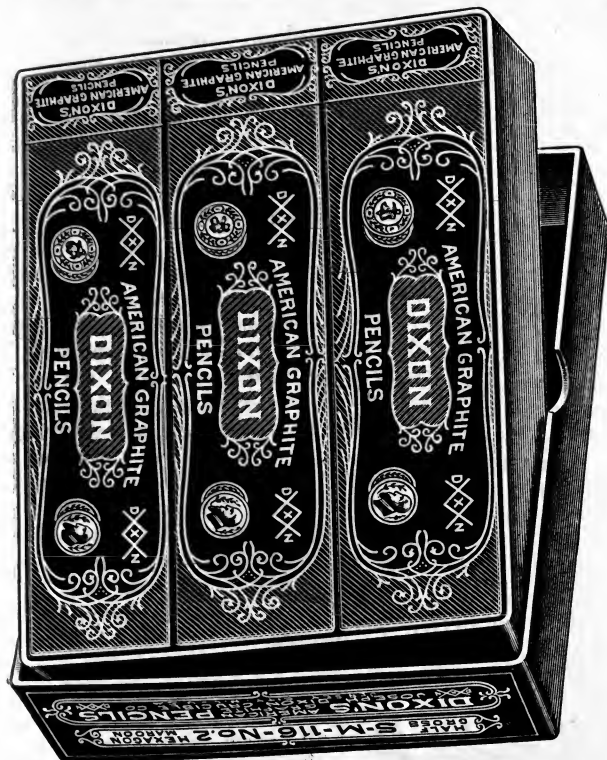
With No. 2
 Gold Pen.



\$2.00

With No. 5
 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.
 WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.
J. ULLRICH & CO.
 27 THAMES STREET. NEW YORK CITY



This illustrates the new packing of the

Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

JOSEPH DIXON CRUCIBLE CO.,
 Jersey City, N. J.



THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

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4603 Beekman

Cable Address

Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.
London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Goldsmith Bros., San Francisco, Cal., in renewing subscription to "The American Stationer" write: "We are well repaid for this expenditure, receiving much useful information during the year."

POWER TO FIX PRICES

As the question of common sense as applied to prices is one that has occupied the attention of the trade for some time, stationers will read with deep interest the address of Attorney-General Wickersham, delivered before the Minnesota Bar Association, on Wednesday of this week.

The feature of the address, which is reprinted on page 21, is that a public commission to regulate prices is a natural consequence of the Government's regulation of trusts. Railroad rates are now the subject of regulation by the Federal authorities, so why not other articles that are the subject of Interstate commerce? This is the question, according to the Attorney-General, that will soon press for solution. The real point then is: What are the articles of Interstate commerce in which the people have a sufficiently strong interest, to want prices on them fixed? In the early days millers who ran grist mills were the subjects of regulation and were forced by law to grind for everybody and at the same price.

Next to foreshadowing a commission for the fixing of prices; the most radical statement of the Attorney-General is that the law of supply and demand and free competition no longer prevail.

The anti-trust legislation of the United States and most of the separate States, said Mr. Wickersham, is based on the theory that the natural price of an article is that fixed by the operation of the natural law of supply and demand, working without artificial restraint. But the fact is that the law of supply and demand does not and has not for many years worked in this country in a natural, unrestrained and unfettered manner. The Government, in the first instance, interposes an artificial restraint in the protective tariff on imports.

COOL STORES

The ten days of blistering heat which ended on Wednesday, of last week, ought to teach us a lesson in the necessity for preparation for such hot spells. If stationery stores were as cool as some other places that we hear of, more people would visit them just to get in out of the sun for brief rest. These visitors, although they do not come in with the intention of buying anything, always see some article that they happen to need and rarely go out without purchasing a fan, a tablet, an eyeshade, a pair of smoked glasses, a ball of twine, a bunch of tags or some thing that the season of the year forces them to use. By making the stores really inviting during the hot weather the sales will surely increase.

ROUNABOUTS

BY THE TRADE LOUNGER.

"I want to go home—take me down or I'll jump."

These words shook the flagpole on the Singer Tower on Saturday of last week when Fred W. Seymour and Mort O'Connell were giving Geo. K. Wassell, advertising manager of The Dorsey Printing Company, of Dallas, Texas, a birdseye view of Little Old New York. They thought they were doing the Texan a special favor, as very few men hailing from that State ever get as near Heaven as Wassell was when he hollered.

On the way down Wassell told his hosts that it was the Angels' singing that scared him, as he could distinctly hear their voices and harps. Just then, he said, the tower began to sway; then, too, it was that he called for "mother."

Realizing their mistake Seymour & O'Connell took Wassell where they thought

he would be more at home. It was to the Polo Grounds. As the grandstand is being rebuilt of concrete sitting in the sun was not the coolest proposition going.

After two innings Wassell said, "Heh! you fellows, I'm no Asbestos Mummy! The heat from that cement is roasting me alive. Talk about Texas heat—we couldn't beat this even in the days before the first cake of ice struck Texas, and we all drunk whiskey year 'round, whew! What are they trying to do here anyway?"

"Well," says Freddie, "this spot is known as the 'Fireless Cooker'—you've read of that new invention of course."

"Sure," replied Wassell—"but I didn't know it was made of cement."

"Surest thing you know," chimed in O'Connell—and here is where the Side-walk Egg Frying Championship is to be decided.

Wassell said, "I believe you. Hell and Texas are no longer in it."

On the way out after the game a fellow Texan happened to run into Wassell. This on the Q. T., is what he said:

"Hello George!—Say George I know your Texan name, but what name do you go under up New York way? You and I know, George, that every Texan has two names—one that he grew up with; the other he took for policy sake when he went to Texas.

Seymour and O'Connell know the answer—ask them.

A fishing party left Minneapolis one day last week, bound for a well-known fishing ground on a lake not far from that city on the Wisconsin side of the State line. It consisted of G. W. Skeels, representing the Globe-Wernicke Company, Cincinnati; Harry Murdoch, representing the Irving-Pitt Manufacturing Company, Kansas City; and Ernie Thomas, of the Williams Stationery Company, Minneapolis. Two boats were required for the party, one used as a trailer to carry the fish. This was insufficient, however, and a quantity of the fish was thrown into the same boat with the fishermen. This made such a load that one of the oars was broken. Thomas jumped out of the one boat into the other, to lighten the load, and thus make it possible to propel the other to land with the single oar. Skeels was using this oar to the best of his ability to land the boat, but made slow progress when they neared land. Finally he gave it up, and announced his intention of jumping to land and pulling the boat in with a rope. Now the bank looked fine and firm, but when Globe-Wernicke jumped, he landed in soft mud and quickly sank to his waist line. After vainly trying to extricate himself he sent out a yelp for help, and the first aid to the injured responding quickly; he was finally pulled out and spread out on the bank to dry. Notwithstanding this experience the entire party was unanimous in the report of a "dandy" and successful trip.

TO FIX PRICES

Attorney-General Wickersham Favors a Commission—Supply and Demand and Free Competition no Longer Prevail.

An address by Attorney-General Wickersham was the feature on Wednesday afternoon of the meeting of the Minnesota State Bar Association, at Duluth, that state. The attorney-general took advanced stand on the further Federal regulation of corporations, and declared that a government commission to regulate great industrial organizations, in the same way that the Interstate Commerce Commission regulates railways, was certainly most desirable, and that it might become absolutely necessary.

Mr. Wickersham declared that it was a matter of serious consideration whether it would be practical to give to the proposed interstate corporation commission the power to fix prices. To do this, in theory, would simply require an extension of the principle by which the Interstate Commerce Commission controls the rates on railroads.

SUPPLY AND DEMAND OBSOLETE.

The law of supply and demand, Mr. Wickersham said, no longer controls prices in the United States. For years, he declared, the prices in all the great staple industries have been fixed by an agreement between the principal producers and not by a normal play of free competition. An interstate commission, the attorney-general added, would prevent violation of the Anti-Trust act, and aid business men to maintain a continued status of harmony with the requirements of the law.

Many of Mr. Wickersham's declarations were the most radical he has made since his entrance into official life. With the weight of an administration officer behind them, his remarks made a deep impression. There was nothing in the speech, however, to indicate how far the attorney-general reflected the views of President Taft. On several occasions in the past, however, he has been regarded as a spokesman for the Administration.

NECESSITY FOR FURTHER REGULATION.

The attorney-general, in discussing the general question of what further regulation of interstate commerce is necessary or desirable, said that he had not attempted to express a conclusion, but merely to state the elements of a great problem which goes to the root of the prosperity of the American people. He said:

That some further regulation over corporations carrying on commerce among the States may be necessary is, however, coming to be a matter of current comment. It has been openly advocated quite recently by representatives of some of the largest

combinations of capital, probably as a means of salvation, and to preserve under government supervision great organizations where continued existence is menaced by the recent interpretation of the Sherman act, the disintegration of which would be necessarily attended with much loss. To such, it is a case of "any port in a shipwreck."

But there are other reasons for such regulation. The Federal Department of Justice is not organized or equipped to maintain constant supervision and control over business organizations. It deals only with cases of violation of the law. The activities of an administrative board or commission would be directed to preventing such violations, and in aiding business men to maintain a continued status of harmony with the requirements of law.

POWER TO FIX PRICES OR NOT?

Whether or not such a Federal industrial commission should have power to regulate prices is, of course, a matter for serious consideration. . . . We have become accustomed to the regulation of rates of transportation, but the suggestion that prices of commodities be regulated by Congress seems novel and radical. Yet the principle on which the regulation of transportation rates is based is simply that when property is used in a manner to make it of public consequence and affect the community at large it becomes clothed with a public use, and may be controlled by the public for the common good. . . .

The anti-trust legislation of the United States and most of the separate States is based on the theory that the natural price of an article is that fixed by the operation of the natural law of supply and demand, working without artificial restraint. But the fact is that the law of supply and demand does not and has not for many years worked in this country in a natural unrestrained and unfettered manner. The government, in the first instance, interposes an artificial restraint in the protective tariff on imports. True, the theory of this tariff is to equalize conditions of competition; to place, as it were, a handicap on the foreign competitor who has produced his commodities under conditions less burdensome than those under which the American manufacturer produces his. But, in fact, the inequalities resulting from the methods of tariff legislation are very often impossible to justify on the theory of sufficient protection only, and the resulting price is that fixed by a limited competition between dealers in the market from which foreign competitors are to a certain extent excluded.

PRICES NOT FIXED BY FREE COMPETITION.

Nor is this all; it is probably safe to say that in almost every one of the great staple industries prices have been for years fixed by agreement between the principal producers and not by the normal play of free

competition, even among the domestic producers, nor by the unfettered operation of the law of supply and demand. The fact seems to be that the prices of standard articles of consumption sold in the United States for a number of years past have not been fixed at all by the operation of the laws of supply and demand or of unrestrained competition, but by associations of the producers, without the participation of the consumer or the general public—that is, without those who have had to pay the bill having any voice in fixing the price. In this view, it is certainly not unreasonable that the purchasing public should desire to have some part in determining the price it is to pay—in like manner as has been recognized to be just with respect to the cost of transportation. . . .

BUSINESS MEN WANT TO AVOID VIOLATIONS.

Business men of integrity are naturally desirous of avoiding violations of law. The construction of the Sherman law originally contended for would have condemned them for any concerted action which imposed any restraint on trade. The more enlightened view which has been established by the Supreme Court limits the prohibition to undue restraints—those which are not the result of normal business methods, but which are intended to accomplish, or have for their direct and primary purpose interference with the natural course of trade and commerce among the States or with foreign countries. Yet even within these rules there is an area of activity where co-operation and association should only have play under government supervision and control. . . .

These problems go to the very root of the continued prosperity of our people. They can only be solved by a careful consideration free from any partisan bias. I have not attempted to express a conclusion, but merely to state the elements of a problem which if wisely determined will "scatter plenty o'er a smiling land," and if unwisely dealt with may paralyze the land of industry that maketh rich—not with the unequal wealth of monopoly, but with the distributed wealth which brings national prosperity and continued peace.

Do You Need Watching?

A wise editor said the other day, "The secret of success lies in the degree of responsibility taken by the worker. I give a man a single thought or hint to work on, and if he has any red corpuscles in his makeup, 'he does the rest.' In the end, at the point of achievement, he has the glow of feeling that he was responsible for it all."

The employer, the man who is the producer of the pay envelope, soon comes to know who is the valuable asset in his concern. He is not the fellow who must be watched from A to Z in any transaction, but he is the watchman of his particular charge.

STAMP AFFIXING MACHINES

Envelope Manufacturers are Urged to Inform Their Customers About the Use of Such Machines—Stamps in Rolls.

The following is a portion of the report presented at the recent annual meeting of the American Envelope Manufacturers' Association by F. McB. Dorris, chairman of the Committee on Substitutes for Government Envelopes:

"Our first problem is to show all users of envelopes how to overcome the expense and nuisance of applying stamps in the old-fashioned method from the sheet. This will improve our chances for converting a large percentage of those using government envelopes and also prevent their rapidly increasing use. This is to be done briefly by making two things universally known, first and most important of all that postage stamps can now be had in roll form, and, second, that an inexpensive device can be had for applying same rapidly and positively.

STAMP-AFFIXING MACHINES.

"Stamp-affixing machines and their use first became possible and valuable when the postoffice department in December, 1908, arranged to put out 1-cent and 2-cent postage stamps in rolls of 500 and 1,000 on requisition. We understand the department recognized the utility of stamps in roll form, that is, in strips one stamp wide and rolled up in a coil on a paper core. The stamp-affixing machines were being pushed, and increased the demand for this coiled stamp. The department undertook to prepare stamps in this way by taking the regular square sheets of stamps, separating into strips, pasting together and then reeling by hand on an apparatus similar to a fish reel. Until recently this was the only method known for coiling postage stamps, and for a time was adequate to meet the requirements. At first, also, the stamps in reels were sold at face value—that is, from December, 1908, to March, 1910. Then, because of the constantly increasing demand and because the department realized they were costing considerably more money to produce, a bonus was placed on stamps in this form, above the face value, of 8 cents on rolls of 500 stamps and 12 cents on rolls of 1,000, if perforated; if unperforated this bonus amounts to 6 cents and 12 cents.

"The first stamp affixers sold merrily and rapidly until it was discovered by purchasers that it was impossible to procure anything like the required number of stamps in reels; the department was swamped with the calls for them. This shortage, coupled with the bonus, effectually squelched the continued extensive use of stamp-affixing machines. Since then, however, other stamp-affixing ma-

chines have been introduced and people are coming to recognize their merits and convenience, and the demand for stamps put up in rolls is growing at a remarkable rate—in fact, the Bureau of Engraving and Printing, where the stamps are prepared, states the increase in the last year has been about 200 per cent., and, according to the Scientific American, Mr. Ralph, the director of the bureau, believes that within a few years coiled stamps will be universally used by the post office department. This has been brought about by the advent of new automatic separating and coiling machines. By the new method, instead of the strips being pasted together, the entire sheets of stamps are attached by manila strips, which also form the printed wrapper for the stamp and core. These machines are electrically operated, and the department is now in a position to supply coiled 1-cent and 2-cent stamps as rapidly as wanted. We would recommend that this association investigate this point of extra charge for stamps in rolls and, when the proper time comes, join or lead, if necessary, a campaign for the removal of this bonus, which the post office department can well afford to grant because of the improved and rapid method by which stamps in rolls are now prepared. This additional charge is today the greatest stumbling block to the universal use of stamp-affixing machines of one type or another, and even this slight extra charge does not seem to have any material effect upon a majority of users of stamp-affixing machines.

A MACHINE NOW BEING PERFECTED.

"Again, we are led to believe that the bureau is perfecting a machine that will print, gum, perforate, cut and wind the stamps in rolls. This information is verified by extracts from the report of the third assistant postmaster-general made last year, in which he advises that his department had undertaken to supply stamps in coils in limited quantities, the coils containing 500 or 1,000 stamps arranged endwise or sidewise and issued with or without perforations between the stamps, as preferred by the purchasers. The old method was laborious and expensive, and warranted the bonus asked. The assistant goes on to state that he believes the usefulness of stamps in coils is not confined to vending and affixing machines. It would be a great convenience if they could be produced in sufficient quantities to supply post offices for retail sale at the stamp windows. He states that the coils would be a convenient form to business houses for general purposes. The following quotation is taken verbatim from his report: 'I recommend that steps be taken looking to a change in the method of printing our postage stamps which will enable the department to provide this improved

service.' There is no question, therefore, but that in the very near future the government will change from the present obsolete method of printing and preparing postage stamps and adopt a more modern high-speed and up-to-date automatic process; all of which will tend to facilitate and increase the use of stamp-affixing machinery and relieve the purchaser from the present bonus of 6 cents, 8 cents and 12 cents, which there is no earthly reason he should be called upon to stand.

TYPES OF STAMP-AFFIXING MACHINES.

"Stamp-affixing machines seem divided into three great classes, most simply designated as expensive, medium-priced and cheap. Of the first we have made comparatively little study, as there are few concerns with volume of mail to warrant the investment, although this type is of great value to concerns handling mail in large volume for the trade, that is, loading, stamping and sealing and addressing envelopes on contract. Also, this highest type of machine must be considered if it is thought feasible for envelope manufacturers to go into the supplying of envelopes with postage stamps affixed.

"The affixers are of two classes—first, the automatic sealing and stamping, and second, stamping only.

TO OUR ADVANTAGE TO EXTEND THE USE OF MACHINES?

"Here, we believe, is a real field for effort on the part of the envelope manufacturer, and all in allied lines, that will positively count in the end. Let us impress upon users of envelopes that postage stamps can now be had in any quantity in 1-cent and 2-cent denominations in roll form, and, second, that devices have been perfected for satisfactorily affixing these stamps at prices bringing the machines within the reach of all. It is not the object nor province of this report to favor any type or make of stamp-affixing apparatus over another. We have tried to advise regarding each in a strictly impartial manner, yet in accordance with our best judgment.

"Along the above line, therefore, it would seem that absolutely the best way to show the general public in all parts of the country that stamps can be obtained in rolls and easily affixed is by recommending an extensive advertising campaign, which, of course, can be indulged in with the medium-priced machines, but to much better general advantage by means of one of the third or cheapest type of affixer. It will be seen by examining the Natural Method machine that space is provided on the upper portion of the frame for imprint. We are advised that for advertising purposes, where the general order is for a large amount, say 100,000, this affixer

(Continued on page 29.)

Window Displays

of inks and adhesives can be used to distinct advantage in boosting your sales of these much needed articles.

All

Carter's Inks

Mucilage and Paste

packages are put up as attractively as possible with labels and general appearance intended to help the dealer realize a quick return on his money.

Carter's Writing Fluid

The best general ink for Office and Home.

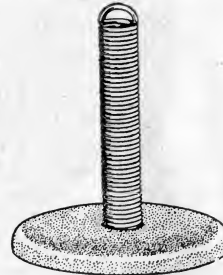


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Neat and Attractive—Handy and Useful—Makes Your Desk Complete—No More Lost Papers

An Ideal Paper Weight

A Perfect Desk File



Every paper always in sight
\$1.85 per dozen to dealers

Manufactured by
INDIANAPOLIS CALCIUM LIGHT & FILM CO.

(Novelty Department)
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DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY

No. 130 MARGUERITES **No. 9 TALLY-HO**

GOLD EDGES WHIST SIZE
LINOID OR ENAMEL FINISH

LINOID OR ENAMEL FINISH

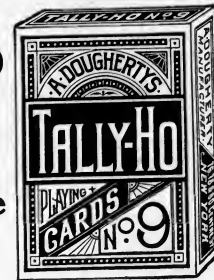
SOMETHING NEW

The Best 25c. Card Made

A Perfumed Card

Good Assortment of Designs

Six floral back designs in natural colors.
A valuable coupon in each pack



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

Our Poinsetta Sprays are the Recognized Leaders

We make both five and ten cent sizes and a few to sell at twenty-five cents.

We make 150 other kinds of five and ten cent holiday goods.

The complete line is on display in New York and Chicago.

Write today for our new catalogue.



We invite correspondence from syndicate buyers and jobbers handling holiday goods. We have an excellent proposition to offer.

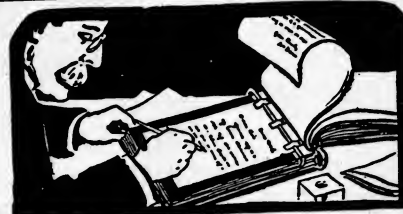
Our specialties are handled by the leading wholesale houses throughout the United States and Canada.

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621 Broadway

Shippensburg, Pa.

CHICAGO
Oscar Leistner, Representative
17 N. Franklin St.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

KEEP GOOD HELP

Employers Should See to It That Their Good Men are Encouraged to Remain Instead of Going Elsewhere.

By WARFIELD WEBB,

Written for THE AMERICAN STATIONER.

"I'll give you a salary of \$5,000 a year if you will remain with me and not open your place of business." The speaker was a middle-aged man addressing a much younger man; in fact the latter was not much more than a boy. He had been in the employ of the elder man for several years, and had decided at last to enter business for himself. Just why the older man wished him to remain was very evident. He had proven himself a valuable employee; had builded up a nice trade for the store, and was a man who made many friends by his pleasing and congenial manner.

On the other hand the employer was not a man to make friends, and the nature of his business depended to some extent at least on the reception the customers received at the hands of the proprietor or manager. He had left that to his employees, and this young man had proven himself an adept in this as well as in the management of the whole business. There could be but one conclusion to reach, and that was that it would be cheaper to pay him a much larger salary and keep him, than to permit him to become a competitor.

On his part the young man was not long in making up his mind. He realized that the larger salary was tempting, and that the chances he was taking entailed responsibility and labor that he did not risk in his present position. He was young and the venture might not prove a success. Had he better not defer for a year or so longer? These were the arguments that were advanced to dissuade him from "going it alone."

THE FIRST DAY A SUCCESS.

Whatever effect they might have had on him at another time, he refused to heed the warning then, and stoutly refused the flattering offer. The announcement of his opening was made, not more than a block distant from his old stand, and the first day's business convinced him that the change he had made was wise, and that he would win the laurels he set out to win.

There was something in his manner that made him friends. To him every customer was the same, and the purchases each made were just as valuable as those of another, no matter how trivial. He refused to show any favoritism. His policy was fair treatment to all, and the wisdom of his attitude was the groundwork of his success.

He began in a modest way, satisfied to grow as the business increased, but particular as to the details that were to be the stepping stones to his success. The reception of his customers he attended to himself. He was conscious that much depended upon his ability to hold his trade by the treatment that each received. The success of this system proved that he was right for his business grew each day more pleasing, and the best compliment to him was that the customer of today was the customer of tomorrow.

THE OLD EMPLOYER SURPRISED.

His old employer, a man who did not mix with the people, but who depended upon his help doing this, was not surprised at the turn of affairs. He saw a number of his customers go to the new place of business, and his fears were being realized more certainly each day. What could be done to offset this trend? He was a man who could not and would not encourage business by a welcome manner. He had never done so, and he could not begin at this late day a new policy. His only alternative was to seek a new manager who could stem the tide that was flowing from him to his new competitor.

He did so. That is, he endeavored to do so. He advertised for a manager, and was particular as to the exact wording of the same. It read like this: "Manager wanted by a man who is hard to please. Applicant must be a man who can make friends. He must be of excellent habits, and willing to work in the face of strong opposition. The opportunity is here. Let us see the man. Salary good, and prospects for advancement excellent to man making good. Address, H. O. H."

The wording of the advertisement did not deter a number from seeking the position. Now it was rather a difficult matter to select a man who would seemingly be the proper one for the place. The proprietor thought that he could read human nature pretty well, but he was in a peculiar predicament here. It would not do to change the man too frequently, and still he must depend to some extent upon the selection in advance.

Several trials were made, but there was always some fault to find with each man who undertook the position. In vain did he improve both exterior and interior of his store. It seemed useless to improve the service and the character of his commodities. He might even have lowered his prices, but that he felt would only cheapen him in the eyes of everyone. He could not secure a manager, and still he was solely dependent upon some one else to undertake this responsible position.

In the meantime his young friend was

prospering. He found it necessary to increase his line, and to add more room to his place of business. He never forgot his congeniality, and never lost sight of his regard for the least of his customers. In time he even purchased ground and erected a building of his own. His business justified it, and with every move he became more prosperous. Some people said that he was lucky. Perhaps he was, but the truth is that he forced his luck by his own persistency and pluck.

THE MORAL—SEIZE OPPORTUNITY.

Many of us are unlucky simply from the fact that we are too prone to let some one else take the advantages that we have rightfully earned. There are opportunities for each of us, but we have no time for them. Seeing an opportunity is not enough, it must be halted and throttled and coped with with earnestness. We can sometimes make them for ourselves as this young man did, but improving an occasion as he saw it.

His former employer had never been taught the value of making friends. He had failed to understand that there is wisdom in having even a dog for your friend sometimes. He was content to make others do this for him, and failure is the inevitable lot of anyone who leaves his work for others to do for him.

In a few years he had to close out and quit. He had to concede his younger competitor the laurel that he had lost by leaving the friendship and the welcoming of his customers to some one else. Had he understood the tact that is a part of the successful operation in business he would have succeeded as did the younger man.

It is true that there are other things that go to make success aside from a friendly spirit in a business, some matters that are vital to the continued success of any business, but it is not saying too much to rate that of watchfulness for the wants of your customers as equal to all these others.

On File

If an unkind word appears,

File the thing away.

If some novelty in jeers,

File the thing away.

If some clever little bit

Of a sharp and pointed wit,
Carrying a string with it—

File the thing away.

If some bit of gossip come,

File the thing away.

Scandalously spicy crumb,

File the thing away.

Do this for a little while,

Then go out and burn the file.

—JOHN KENDRICK BANGS.

EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

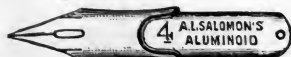
SPECIALTIES AND NOVELTIES FOR THE
STATIONERY TRADE

A. L. SALOMON & COMPANY

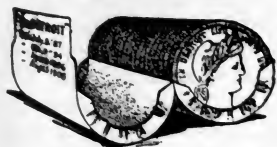
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



Mr. Stationery Dealer

Don't Miss
Your Share

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.

of this trade. We
will help you get
it by furnishing
you imprinted ad-
vertising matter of
our products FREE

Marca de Fabrica—"Princess"

PRINCESS COVER

Papers for Catalogues and

STAR Manifold LINEN

Add quality and distinction to printed matter

We also make Paper for Carbon Mani-
folding in all its branches

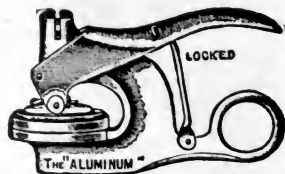
C. H. Dexter & Sons, Windsor Locks, Conn.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular

The American Playing Card Co.'s products have the proper slip, perfect
finish and elasticity, that makes dealing satisfactory and the evening a pleasure.We manufacture all grades—from a cheap Steamboat to a fine illuminated
back card in four and five colors. Have a large and varied assortment of designs
to select from.Closely associated with one of the largest and best known paper mills in the
country, our special stock is grade for grade unequaled by any other manufacturer
Samples and prices on application.

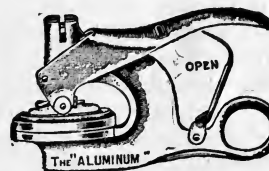
THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR **POCKET SEAL** ON THE
MARKET

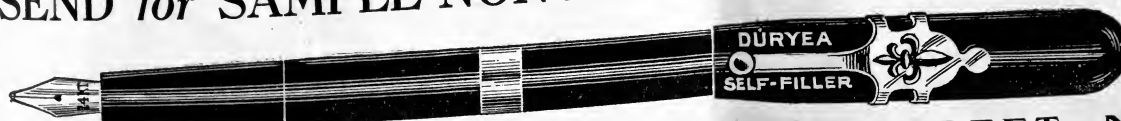
The "ALUMINUM"

WEIGHS ONLY 10 OUNCES

SIZE OF DIES 1 1/8" DIAMETER

Sold by All Up-to-Date
Dealers, or Write toMEYER & WENTHE, Engravers, For Trade
Discounts, 31 N. Dearborn Street, CHICAGO

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL

FITTED WITH
14 Kt. No. 2 PEN\$8.00
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

THE SELLING END

As the Successful Sellers Become the Executive Heads Salesmen Should Make the Most of Their Opportunities.

Every organization depends on the "Selling End" of the business for its entire existence. Profits are made or lost in that department, and dividends are reduced or increased by the successful management of those in charge of that important branch of work.

It is not intended to reflect on other departments, as they all contribute their share toward the success of the business. The purchasing department thinks it makes the profit in the low prices it gets, or special deals it effects. The advertising man feels he creates the business through his clever advertisements, and to him is due the credit. The manufacturing or operating department have their own opinion about where the profits are made, but after all the selling department can either "make or break" a concern.

It usually follows that the executive heads are selected from the "Successful Sellers," because it is found that peculiar ability, backed by experience, is valuable in the conduct and management of a prosperous business institution.

Look about and see who are the heads of manufacturing industries . . . Therefore, the man who enters this field of work has a large outlet before him, and it is well worth the effort put forth to make a big success of the undertaking.

THE MODERN NEEDS.

A good many years ago, not so many, either, because it comes under my observation, you may recall that the successful salesman was gifted in his ability to tell a good story in the corner store, or crack a joke with the men about the stove playing checkers, and pass around his plug of "Battle Axe" or "Horse Shoe," but now it has become just as necessary through the educating influence of the different associations, for the successful salesman to preside at a local banquet, make a speech at a convention of hardwaremen or write an article for an enterprising paper that wants his views on all kinds of subjects.

There is something more than "mere figures" that enters into the average deal that a successful salesman puts through. Personality enters very largely into most transactions, and the ability to understand and read human nature reads and points to success.

Flattery is not always an asset; it smells like perfume and is very often bitter to the taste. Enthusiasm, too, helps a lot, but it can be overdone to the regret of many a buyer or merchant.

The story of the salesman who sold the entire output of his factory and sold himself out of a job, is not a new one, but lessons are taught from all experiences.

It is a curious fact, in sizing up men who are successful or have been a success at the selling game, that you find all sorts and conditions. That is, there isn't any one type or rule to work by. A set of experience fitted to another case may work his downfall, and advice given with the best of intention creates different impressions in different minds. One man will succeed along a certain line of thought where another will fail working on the same idea. Therefore, individuality affects the sale of an article, just as good or bad impressions are formed by those we come in contact with.

Success will lend its ear to one line of argument, and deal just as kindly to another presented in an entirely different way.

LEAN MEN IMPROVE.

Have you noticed that very few lean or thin men remain in the selling end of this business? Why is it?

Is it because the work generally makes them hale and hearty, or is it an unusually healthful occupation? Hardly. My impression is that it takes big men mentally and physically to stand the strain, and big things usually make big men. So as long as he doesn't "get fat above the eyes," a man can grow as big as his job.

Hard work forms the foundation on which are built many and many of the great big things that we are all trying to attain. To some it may appear to come a little easier because they are able to adapt themselves to the work quicker, but the majority have to do a lot of hard "plugging" to make a go of it. It is said that "opportunity knocks at your door only once in a lifetime," but she taps frequently and the man who keeps his ears to the ground generally hears the footsteps.

Honesty is, of course, the best policy; trickery never got anywhere very long, and is only practiced by those who don't expect much or hope to make a transaction more than once. Deal fairly and squarely; look your proposition in the eye, know your ground, make your arguments logical and to the point, and the result will take care of itself.

Lack of support or confidence in the house or goods you represent is the first indication of weakness; better by far to get out altogether. Quit; do something else than lose faith in the people you work for; the goods you sell or the concern you represent.

There is a toast that goes something like this, "My house first, last and all the time, right or wrong, My House!"

The modern salesman recognizes the strength of his position, but seldom takes advantage of his knowledge. He listens intently to suggestions and frequently creates the impression that the "other fellow" knows it all, but rarely does he "pull the string" when the "other fellow" falls in a trap, and generally gives him a helping hand when caught in the meshes of his own net.

WHAT MAKES FOR SUCCESS.

It is hard to say just what constitutes the requisite for a successful modern salesman, or what methods prevail in modern salesmanship that are different from those that have always existed. It is a notable fact that straightforward, trustworthy methods were successful years ago, and things haven't changed much in that respect.

The pill of necessity has brought out the best in many a man, and a dose of hard knocks has built up his constitution and given him an appetite for success. It's all a matter of habit—so get the habit.

Men frequently get into a rut, and successful men at that. Their ideas work in a groove and rotate around themselves too much. The buyer has heard the same old story so long that he can almost picture the argument before he hears it. Dress up the argument, paint the picture in different colors, present a thought in a new light, and create interest, not only in yourself, but in the wares you have for sale.

Brush the cobwebs aside and put in action a train of intelligent word paintings that will make a motion picture show jealous. Don't over-play your hand or make yourself tiresome; know when to quit, what to say, when to say it. A pause is very effective and something left to the imagination leaves a good taste.

The average buyer has other work to do and longs to get at it, though he politely listens to the drone of tiresome men. Do you wonder why some fall by the wayside and never seem to get along and why some are kept waiting on the "mourners' bench?"

Be original, patent your own ideas and copyright your own arguments. Single out a line of thought and stick to it if it fits your own case. Men are known by words these days as well as deeds.

THERE ARE STILL CHANCES.

A young man says: "What chance have I with all the others ahead of me who are comparatively young men, too?" All the chance in the world. Patience, always a virtue, has won more times than she has lost, and the percentage is still in her favor.

Every successful man of ability makes a place for himself and doesn't wait for it to be created for him. He doesn't mark time very long, and if he's worth anything at all the boss won't let him get far away and keeps him in the shadow of his eye.

Envy has ruined many a man; ambition, never. There are two kinds of salesmen—one you have to "sit on," and the other you have to prod. It's the same in life generally, the good, the bad and the indifferent, the three graces of human nature.

Modern method in selling goods excites the admiration and cheapens the cost because it lessens the effort just as modern machinery gives one competitor an advantage over another. Therefore, men of discretion, don't shy at a new idea or let the chance slip to demonstrate your ability in modern salesmanship.—A. C. McKimmie, in Hardware Dealers' Magazine.

ARE YOU READY

For the Summer Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.
Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."

E. C. KROPP & CO.
230 JEFFERSON ST.
MILWAUKEE, WIS.

Manufacturers since 1898



Crayons

"STAONAL"
For Kindergarten, Marking
and Checking.

"DUREL"
Hard Pressed for Pastel
Effects.

"CRAYOLA"
For General Color Work,
Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"
Dustless White and
Colored Chalks.

Samples furnished upon
application.

BINNEY & SMITH CO.
81-83 Fulton St., New York

"PAPERS OF QUALITY"

Mountain Mill Snowdrift

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface;
a relief from Harsh, Hard Surface Bonds.

MADE BY

MOUNTAIN MILL PAPER COMPANY

LEE, MASS.

SALES AGENTS.

Midland Paper Co., Chicago, Ill.
Wm. H. Claflin & Co., Inc., Boston, Mass.
Dien & Wing Paper Co., Cincinnati, Ohio.
Kingsley Paper Co., Cleveland, Ohio.
Beekman Paper & Card Co., New York, N. Y.
Beecher, Peck & Lewis, Detroit, Mich.

The E. A. Bower Co., Milwaukee, Wis.
F. G. Leslie Co., St. Paul, Minn.
John Leslie Paper Co., Minneapolis, Minn.
Western Penn. Paper Co., Pittsburgh, Pa.
Benedict Paper Co., Kansas City, Mo.

O. W. Bradley Paper Co., St. Louis, Mo.
The C. P. Lesh Paper Co., Indianapolis, Ind.
Johnston Paper Co., Harrisburg, Pa.
A. Hartung & Co., Philadelphia, Pa.
Howard Fisher Paper Co., Baltimore, Md.
Zellerbach Paper Co., San Francisco, Cal.

EXPORT AGENTS—A. M. Capen's Sons, New York, N. Y.

1912 EXCELSIOR DIARIES NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 Duane St., CHICAGO

CONCENTRATE

**Scattered Shot Never Lands Big Game—
Keeping After One Object Along Well-
Defined Lines Captures the Prizes.**

The man who succeeds is the one who keeps his mind on his business, says a writer in the Furniture Journal. He who is half asleep, or is thinking of something else, rather than the matter before him, cannot succeed. Mental concentration is required of him who would do his best. The younger salesman who has been out half the night at a dance and is hardly awake during the day, cannot expect to make a good record in his sales. The youth who expects to win promotion in any line will have to conserve his forces by keeping himself in good physical condition. This he cannot do if he gives himself to dissipation of any character. It is impossible to be out most of the night and then put in a good day's work during business hours. The little god of pleasure and the big god of business are not on friendly terms; when it comes to an actual conflict each one demands the fullest worship.

PLEASURE IS DESIRABLE.

Pleasure in moderation is desirable for every one, but too much is good for no one. The man of ambition who looks to be something more than a wage-earner, or who aspires to reach the top in point of salary, the man who expects a full wage for his time, are both in duty bound to give full service in return. This he cannot do who is not alert to meet his customers, ascertain their desires and do his best to sell what is wanted. It requires all the faculties that the person has to do his work properly. Perhaps a single phrase is required to meet some half-formed objection in the mind of the prospective buyer; he may hint that the finish is not all that he desires, yet he may not make the matter so plain as to require a direct answer; the salesman who is alert will note this and meet the objection in a tactful manner. To do this he should know all about the goods he is selling, how they are made and the materials that enter into them. He ought to know something of lumber, the fineness of the grain, its liability to split, the manner in which it is prepared and seasoned by long storage under proper conditions, or by the quicker method in the dry kiln. Then the various processes of finishing, filling the pores of the wood, rubbing down the surface, making a polished finish or a dull one; these

are but a few of the topics which it pays the furniture man to be well up on; he cannot handle his stock intelligently unless he knows something of such matters.

RICH QUICK SCHEMES.

One of the greatest follies of the very young clerk, and some older ones, is to fall a victim to some of the many schemes for acquiring sudden wealth. He sees others about him enjoying luxuries that he would like to have; they wear finer garments than he can afford, and he looks about him for some means to obtain these things for his own use. His small wage does not give him enough to enable him to go into any great enterprise, so he "plays the races," or buys policy tickets, and dreams about a "big killing," wherein he may participate to his great advantage. Meantime he neglects his legitimate business and gives himself up to thinking about how he will spend the money that he may never receive.

A customer solicits his attention, but his mind is wool-gathering, and he does not hear distinctly. Perhaps the patron intends buying several articles sold in his department, but the man who is there to serve does not see the opportunity. A case in point occurred recently. A housekeeper entered a furniture store to buy a couch for the porch, as advertised, and asked to see it; a man was assigned to wait upon her and she made the purchase. Almost

**Having sold my interest in
the Hoge Mfg. Co.**

**I want exclusive agency for
Boston, New York, Philadelphia,
Baltimore and Washington. Am known to retail and
jobbing trade.**

**Hampden Hoge,
108 Fulton St., N. Y.**

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000

SOLD the past YEAR should convince YOU of their **SUPERIORITY.**

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong. No Slipping, NEVER!

All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y.

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES

32, 34 and 36 Bleecker Street
20 Beekman Street

NEW YORK

any salesman on the alert to make a good showing would at once have inferred that a mattress of some sort would be required to go with the couch which she bought, but this man was satisfied to sell the one article, and although the customer asked the price of a box spring for the bed, he simply replied to the question in an indifferent manner and made no effort to show the article, nor to make a sale.

WAS A REAL BUYER.

The purchaser, whose manner and the fact that she bought the couch demonstrated that she meant to make a purchase and was not merely a shopper, went elsewhere to buy what was a desired adjunct (Continued on page 37.)

Thompson Smith Co.

**263 Fifth Avenue
Cor. 29th Street
NEW YORK**

**Dainty and
Different**

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

**\$3.00
per 100**

The kind we have made so popular

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

YOUNG MAN as inside salesman in stationery store, experienced, energetic and willing; good position for right person. Best references required. A. Pomerantz & Co., Philadelphia, Pa.

PRESSMAN—Good opening for an all-around man on Gordon jobbers; must be quick worker; one having knowledge of stock cutting preferred; union; in New Jersey city of 25,000 population; steady to right party. Address J. N., care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

SALESMEN WANTED, calling on the stationery trade to handle our line of steel die embossed Christmas cards, folders and letters. The Educational Supply Co., Painesville, Ohio.

STAMP AFFIXING MACHINES

(Continued from page 22.)

can be supplied for about 20 cents each, which includes special name and address imprinted in lots as small as twenty-five; in less quantity 50 cents extra will be charged for stamping. We would recommend this advertising scheme to envelope manufacturers, printers, lithographers, etc., as an excellent method of increasing their individual sales of envelopes and at the same time extending a courtesy to the trade in the form of a useful, practical daily reminder. Our association can recommend to the allied trades a campaign of this character and naturally the manufacturer of the apparatus will assist through the usual channels of publicity. In other words the practical plan would be for quick action and immediate results, to have every business house interested in the cause, place an affixer in the hands of each one of its customers, together with a circular on the advantage of using stamps in rolls, etc. Each one of these individual concerns may buy the affixers with its own name and address stamped thereon and give them away for the apparent purpose of general advertising only, whereas the real purpose, which need not be mentioned, will be to wean or keep the customer from the use of government stamped envelopes, printed or plain. The expense of the campaign will

then be borne by those who will profit directly thereby. We recommend it first as very good general advertising; second, a possible conversion of a government envelope user; third, the prevention of a possible convert to the use of the government envelopes. The Natural Method Stamp Affixer has the advantage in that it seems to be the only cheap, practical affixer on the market and thereby the only one available for a general resultful campaign such as outlined above.

AFFIXING STAMPS BY HAND, ADDRESSING, ETC.

"We find the average charge for affixing postage stamps to envelopes by concerns doing this work for the trade is about 25 cents per thousand, the customer paying in advance for the stamp value. If done by hand (best speed estimated 1,600 per hour) there is no doubt a reasonable profit at 25 cents and if done by machine (estimated 3,000 to 5,000 per hour) a large profit. For addressing envelopes we find the hand charge is about \$1.25 to \$1.50 per thousand; by typewriter, \$2.25 to \$3. For loading about 25 to 35 cents per thousand per insert. We question if this portion of the proposition will appeal to envelope manufacturers, for, as explained above, their usefulness in this direction is confined to their home city and freight shipments of stamped envelopes cannot be practically and safely made. It will

be well for each of us to know about the price to charge for affixing stamps, and the best method for doing the work.

CONCLUSION.

"The field opened up by this topic is really unlimited, and this report has already gone to an unpardonable length, and yet has merely given outlines. In conclusion we recommend the use and the promotion of sales of all types of stamp affixers as our one best asset today to offset the steady growth of the use of government stamped envelopes. There is no reason why the campaign cannot be instituted at once, but if, as we understand, the extra charge or bonus above face value for stamps in rolls is soon removed, stamp affixers will almost immediately come into universal use. They meet practically every advantage of the government article, and we have the tremendous talking point of the value of the additional advertising matter on our envelopes, together with a vast variety of attractive grades and shades and finishes of paper stock. The jobbing trade should be heartily interested in this, together with the printers and lithographers, for the standardization of qualities as exemplified in the government stamped envelopes is a body blow to the general use of attractive, high priced, artistic papers and printing of all kinds, for general business as well as envelope purposes."



Macey

This Name represents the highest development in the art of Filing Cabinet Manufacture

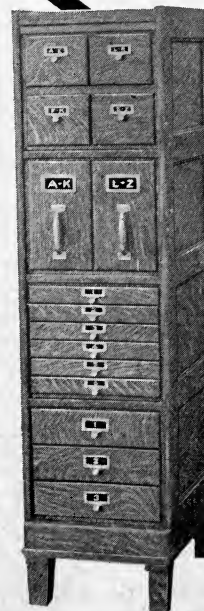
Filing cabinets made in sections have now come into such general use that, as with Macey Sectional Bookcases, the principle needs no argument. The modern business office demands expensible equipment that will always harmonize with the original purchase. The most modern and the most adaptable filing devices ever produced are the Macey

Inter-Inter

Filing Cabinets. The name describes the basic idea—Interchangeable Interiors. This Inter-Inter Idea allows you to select and arrange a cabinet to suit your exact requirements—with all others your requirements must be modified to suit the cabinet. It's a system of interchangeable interior units comprising every modern filing device, and a series of outside cabinets having open spaces to receive the units. Saves time, money, space and annoyance in any business office. Whether you are a professional man, manufacturer or retail merchant—the Macey Inter-Inter is the filing cabinet you need. Sold by dealers. New 120 page catalog number Y-4210 sent on request.

The Macey Co.

GRAND RAPIDS, MICHIGAN



HOT WEATHER READING

The Contents of the Popular Magazines
Affords a Wide Range of Subjects
Suitable to All Tastes.

As the mid-summer is a time when many people find diversion in reading the magazines the contents of the August numbers of some of the popular publications are here given for the benefit of stationers who cater to the reading public.

IN THE AUGUST MAGAZINES
HARPER'S.

My First Visit to the Court of Napoleon III.
Mme. de Hegermann-Lindencrone
Miss Tarrant's Temperament.....May Sinclair
August Moonlight.....Richard Le Gallienne
The Port of the Puritans..Winfield M. Thompson
The Woman's Auxiliary of the Oakdale Hunt...
David Gray
The Golden Rule Dollivers....Margaret Cameron
The Prizes of Chemistry..Robert Kennedy Duncan
ComradesElizabeth Stuart Phelps
The Iron Woman.....Margaret Deland
Legendary Ladies of the Poets.....
Richard Le Gallienne
Socrates Invents a New Sin....Irving Bacheller
"O Times! O Customs!".....Louise Closser Hale
The Derrington Ghost.....Elizabeth Robins
BailGeorg Schock

SCRIBNER'S.

Captain BlaiseJames B. Connolly
Ethan FromeEdith Wharton
Up the Railroad to Malolos.....F. Funston
RepaymentJohn Kendrick Bangs
Sailing Days. Four pictures by
Anton Otto Fischer
Old GooneyJohn H. Walsh
The Chess Players.....Olive M. Briggs
The Queens of Arcady.....Alice Brown
Mumblety-Peg and Middle Age.....
Walter Prichard Eaton
Kennedy SquareF. Hopkinson Smith
Broken GlassGeorge W. Pangborn

LIPPINCOTT'S.

The Little Green Door.....Dorothea Deakin
Athletics for School Children.....
Dr. Luther Halsey Gulick
"Where There's a Will".....Ellis P. Butler
SquareAnna Rozilla Crever
The Efficiency of Miss De Long.....
Ella Middleton Tybout
Tea from Japan.....Edwin L. Sabin
The Arraignment of Sarah McElwell.....
Luellen Teters Bussenius
An August Night in the City.....C. H. Towne
"Fun." A Story.....W. Carey Wonderly
The Lost Guidon.....Charles Egbert Craddock
The Blacksmith Shop.....W. J. Lampton
Short Story Masterpieces: I—"Moonlight."....
Guy de Maupassant
Translation and introduction by the editor,
On Re-reading Certain German Poets.....
Madison Cawein

CASSIER'S.

The Driving of Cotton Mills.....W. H. Booth
Efficiency of Relation to the Consumer.....
H. F. Stimpson
Balancing of Turbine Dynamos...J. W. Rogers
The Water Supply of New York City.....
J. F. Springer
The Influence of Aeronautics Upon Architecture
H. H. Suplee
Large Steam Laundries.....F. T. Johnson
The Use of Electricity in Mines.....A. Cohen

COSMOPOLITAN.

The Terror of the Camorra...George B. McClellan
The First Gun at Bull Run....Gen. P. C. Hains
Restless HusbandsDavid G. Phillips
The Common Law.....Robert W. Chambers
The New Adventures of Wallingford.....
George Randolph Chester
The Brand-Blotter.....Elizabeth Frazer
"Ich Dien"Charles Neville Buck
Smoke Bellew.....Jack London
The Terror of the Air.....Arthur B. Reeve
The Three McMahons.....Sir Gilbert Parker
The DreamBruno Lessing

McCLURE'S.

The DynamitersHarvey J. O'Higgins
The PriceOctavia Roberts
Mrs. Peyton Interferes.....Neith Boyce
Dalton of the "Osiris."
The Collapse of the Diaz Legend.....
William Archer
His BabyAnnie W. Noel
Masters of Capital in America.....
John Moody and George Kibbe Turner
Die WanderlustFritz Krog
Law Making by the Voters..Burton J. Hendrick
The Case of Richard Meynell.....
Mrs. Humphrey Ward

WORLD'S WORK.

Progressive State Legislation.....
William Bayard Hale
Buying for Income.
Our Losing Fight Against Fire.....
Edward F. Croker
The Quest for a Happy Humanity.....
Dr. Frederick Van Eeden
With Governor Wilson in the West.....
Frank Parker Stockbridge
The Practical Public School.....
Frank Lawrence Glynn
The Awakening of the Cities.....Henry Oyen
Recent Strides of Woman Suffrage.....
Bertha Damaris Knobe
Jo Davidson, Sculptor.....Henry F. Griffin
The Money Value of Training for the Trades
Charles Dillon
Making Life Worth While....Herbert W. Fisher
How a Country Church Found Itself.....
Charles O. Bemis

HAMPTON'S.

Lords of Creation.....Robert W. Chambers
Our Mercerized Aristocracy..Judson C. Welliver
Napoleon Smith.....George Randolph Chester
A Night at the Folies Bergere.....
Harris Merton Lyon
The Woman in the Case.....Arthur Stringer
The Inequalities of Taxation...Tom L. Johnson
The Soloist of Centre Pond...Irving Bacheller
The Unpaid Debt.....Edna Stanton Michelson
What is to Become of the Preacher?.....
Dr. Thomas E. Green
The Speech Impromptu.....Mary Lavinia Bray
How the Painter Met His Captainette.....
James Barr

SUBURBAN LIFE.

Combining Automobile and Houseboat.....
Robert H. Moulton
The Auto Trailer as Boat Carrier..Fred Graham
Vacation in Your Own Home.....L. D. Stearns
Arden—A Colony of Pleasure and Profit.....
Priscilla Newhall
The Dog During Dog Days....Paul E. Maxwell
Getting a Maid and Keeping Her.....
Elna Harwood Wharton
Try Tenting Somewhere—Anywhere
Laura Clarke Rockwood
As Human as a Hen....Agnes Noyes Wiltberger
Boys' Camps That Pay.....
Phebe Westcott Humphreys
My Adventures in Butterflying...M. M. Lander
Rustic Effects in the Garden.....Herman Lips

THE THEATRE.

Max Reinhardt and His Famous Players...
Eva Elise Vom Baur
American Stage a Generation Ago...W. W. Austin
Selecting a Cast.....Harry P. Mawson
Moving Picture Barnstormers..George C. Jenks
Eve Lavalliere.....Gertrude Norman
The Great Scandinavian Hamlet..Arthur Swan
Summer Nights in London.....Willis Steell
To Otis Skinner, Poem.....Thacher H. Guild

DELINEATOR.

By the Green BushHarrison Rhodes
Chaperoning Phillida.....Kate Jordan
Out of the Night that Covers.....J. M. Oskison
The Discontented Poor-Rich. A Story.....
Charles R. Barnes
Surrey on a Fiver.....Geraldine Bonner
A Real Sport.....Mary Stewart Cutting
Floating Palaces.....J. Eliot
Setting Her City to Rights....Mabel P. Daggett
The Sure Thing.....Virginia Tracy
Sarolta.....Agnes and Egerton Castle

LADIES' HOME JOURNAL.

August 1st.

A Queen and Her Babies.....Arthur S. Riggs
How I Had Fifty-four Persons Arrested.
Husband-KillersH. O. Zetetes
The Governor's Assistant....Clara E. Laughlin
Seeing "Rebecca" With Kate Douglas Wiggin
Jeannette L. Gilder
Her Husband.....Julia Magruder
A Church Where No Sermons Are Preached
William E. Barton
Her Sister in the Country....Clara E. Laughlin
Curing Sick People Without Medicine.....
William S. Sadler
Under the Mulberry Tree....Florence L. Barclay
The Greatest Period in a Girl's Life. V—
Their First Evening in Their Own Home.
Harrison Fisher
A Day and a Night With a Bat.....
Charles G. D. Roberts
Flossie Fisher's Funnies and Flossie Fisher at
the SeashoreHelene Nyce

WOMAN'S HOME COMPANION.

An Act of Grace.....Harriet P. Spofford
PierrotKatharine Pyle
A Good InvestmentFrederick M. Smith
The Flight of the Magic Carpet.....
C. N. and A. M. Williamson
"Poor Baby"Dorcas Davis
"If You Love Me As I Love You".....
Fannie Heaslip Lea
When Dreams Begin. Part IV.....Zona Gale
The Girlhood of Mary Garden...Wm. Armstrong
Water Sports for Girls.....C. H. Claudy
The Peasant Blouse.....Emily F. Peacock

CRAFTSMAN.

The Honorable Institution of Vacation.....
Walter A. Dyer
A Fresh Note in German Art: Away From the
Secession Eccentricities.
White LilacsLucretia D. Clapp
Modern Country Homes in England...B. Parker
"Next Year"Harriet Joor
Joaquin Miller: His Life and His Art.....
Henry Meade Bland

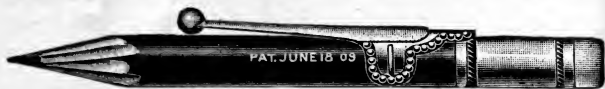
The adding of new departments to a stationer's business shows that the merchant is alive to his opportunities. The Boston stationer who put in a candy counter, although he broke all rules and precedents of the trade, has, we are informed, not only brought about new business, but has increased the sales of his stationery lines because of the greater number of people visiting his store.

SUMMER IS THE TIME FOR PUSHING SALES ON
PEN and PENCIL CLIPS



They are a necessary adjunct to the shirt waist or negligee costume and no other makes the pen or pencil so secure as

THE MODERN "B" PEN AND PENCIL CLIPS



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
 Also "MODERN B" Thumb Tacks, Telephone Tablet, Etc.



**CALENDAR
 PADS for 1912**

"THIS LINE OF PADS IS THE MOST BRILLIANT IN ITS COLOR SCHEME OF ANY THAT WE HAVE MADE. IT IS NOT GAUDY, BUT BRILLIANT, WITH THE HOLIDAY TOUCH THROUGHOUT. THE COLORS WILL HARMONIZE WITH ANY BACKGROUND, AND THE GOLD WORK BEING HOT PRESSED WILL NOT TARNISH. WE HAVE FOUR ASSORTMENTS, AT \$1.40, \$1.80, \$2.75 AND \$5 EACH. THESE PADS ARE ALSO SOLD IN BULK. SEND FOR SAMPLE FOLDER SHOWING PROFIT ON THESE GOODS."

THE NELSON CORPORATION
 EXCLUSIVE MAKERS OF EVERY KIND
 AND STYLE OF LOOSE LEAF BINDING
 DEVICE FOR THE RETAIL TRADE.
 RULED AND PRINTED SHEETS FOR SAME
 443 WELLS ST., CHICAGO, ILL., U.S.A.

**HARTSHORN SHADE ROLLERS
 ARE NEVER DEAD STOCK**

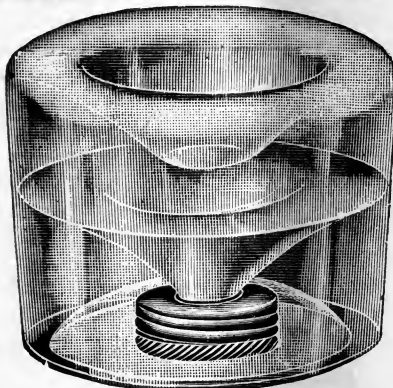


Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK



BLACKBOARDS

Reversible, Portable, Roll-Up, Framed
SLATED CLOTH
 Globes, Alpha Crayon, Erasers and other School Specialties.
 The Original Andrews Dustless Eraser.

WEBER COSTELLO CO.

Chicago Heights, ILL.

Successors to School Supply Dept. of A. H. Andrews & Co.
 Chicago, Manufacturers for the Trade only.



In White and Colors

Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
 free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by

THE STANDARD CRAYON MFG. COMPANY
 DANVERS, MASS.



THE PLUGGER IN BUSINESS

How He Sets to Work—He is no Fair Weather Sailor—He Works for Permanent Patronage—His Store.

All honor to the plugger in business, the plodding man with the determination to carve his niche in the world by a long, steady pull. There's keen competition in this stirring age of mercantile effort and it is next to impossible to seize the eagle of success by a single brilliant stroke, a single plunge, as it were.

Were it only possible for a merchant to construct a striking window display, write a winning advertisement or employ a full force of salespeople and then wait for the hoped-for results, merchant princes would be more numerous than the leaves on a tree. But none of these things, however brilliant in a single working out, can have the slightest chance of bringing permanent success unless the plain plugging element enters into their everyday life.

HOW THE PLUGGER SETS TO WORK.

The best results of plugging must necessarily be brought about by the continued usage of an unusually efficient merchandising policy, in window display, store arrangement, store service and advertising.

When the plugger in business can seize upon a high-grade example of these and keep them moving with timely variations, he has hit upon the royal road to success. First of all, he conceives the policies and ideas best suited to provide successful merchandising, then he sees to it that the patrons of his establishment never discover a falling off of the high ideals in his business methods, the arrangement of his store or the conduct of his advertising.

It may, and probably will, take many months of the hardest kind of creative work, of examining other successful store policies, of plodding through years of hard work in gaining that most necessary "experience" before the best results of the plugger's work can be shown. The workman must have the knowledge and the tools before he can commence a work which is to extend over a long period of years and become a financial success which shall be worth while.

THE PLUGGER IS NO "FAIR WEATHER" SAILOR.

Your plugger realizes that he must plug in reality and plug everlastingly hard if he is to win out against the brilliant fellow, who quite as often as not is something of a plugger himself. Then again, it may be the old, old story of the "Hare and the Tortoise," in which case he will have a clearer field and his superiority will be self-evident on the face of it.

He's no "fair weather" sailor, is this plugger in business; during dull days he fights even harder and keeps everything ship-shape until better days.

WORKS FOR PERMANENT PATRONAGE.

One of the policies of the plugger in advertising gives a clear insight into his business methods. He does not believe in the policy of "flyers," of taking large space now and then, featuring scareheads and special sales, but he keeps a small space running every day, continually changing copy. These smaller ads. are given special position because of the long-time contract he signs, and a distinctive style of type and ad. arrangement cause his advertising to be read day after day, building his business, not sporadically, but steadily.

Thus he does not bid for transient trade which floats from store to store, seeking bargains, but he bids for the continued custom of that actually profitable portion of the public which appreciates high-grade fair-minded merchandising when it meets it. There's no profit in this floating population, for they shift their custom to another store at the drop of the hat, so to speak, and more often than not are dissatisfied wherever they go. The plugger advertises in such a way as to have an ever-increasing number of the people in his town "get the habit" of patronizing his establishment.

HIS POLICY REGARDING PRICES.

Your plugger in business knows that a scheme of prices which is fair throughout the entire store will be appreciated by the intelligent public. The intelligent man knows that a profit must be made, and he also knows that ridiculous prices on a few so-called "leaders" are backed up by stiff prices on other staple lines in order to more than make up the low price on the other. Result—the "leaders" are taken advantage of and the "dark horse" items supposed to make the large profits are left more or less high and dry. Results of this sort in these days have become far too frequent for the followers of this "feature policy" in merchandising for comfort and for progressive success.

The plugger in business realizes full well that the public, certain that a mercantile house maintains a fair scale of prices on all its merchandise, will take all the interest necessary to mutual profit in that merchandise, and will not be everlastingly looking for price cuts on every desirable line of goods shown by the store. They will appreciate the merit of the merchandise itself, the specialties which are new to the market and the progressiveness of the merchant who procures these specialties, displays them well, lets the public know they have arrived and employs competent clerks to sell them. These issues mean far more than sporadic price slashing.

These policies are a constant ad. for the plugger even as are his daily advertisements.

HE MAINTAINS AN IMMACULATE STORE.

The brilliant man may think that a whirlwind store cleaning every change of season is sufficient. The plugger knows that this

cleaning should be going on all the time in order that merchandise may be always immaculate and that the steady routine of the store business be not seriously interrupted, mayhap thrown up in the air. He knows that the woodwork needs dusting, washing and oiling of the most thorough sort. He knows that customers may not notice that a store is not immaculate, but he knows they appreciate the acme of cleanliness, compliment the store manager and mentally compare it most favorably with other establishments that are certainly shoddy looking, now that it is clearly demonstrated how a clean store really looks.

If a comparison be needed, ask a real estate man how much easier it is to sell a freshly painted house than one which is sadly weather-beaten. If the outside of the house be absolutely correct a less critical examination of the interior will result. Prospective buyers will not seek so keenly to find flaws inside. It is the same with the store, for it is a positive and proven fact that merchandise moves 20 per cent. easier where the show fixtures are immaculate and the goods artistically displayed.

How does the plugger get at the heart of these fundamental issues? He puts himself in the customer's place—criticising the general effect and the details from a cold and candid viewpoint, better still, he asks a friend to do this for him.

CONCENTRATED WORK DURING THE SAME HOURS.

Plugging does not mean devoting additional hours to business, although it does mean this when big things are at stake. Plugging means making the same number of hours count for more than is generally the case. It means laying out a logical course of action and following it through with all that is in a man. Verily, plugging is a most commendable trait in human nature, and the plugger is a profitable man to have among us.

Hampden Hoge is looking for some good specialties to handle exclusively in Boston, New York, Philadelphia, Baltimore and Washington. He is well known to the retail and jobbing trade, and it would seem that this was an excellent opportunity for some manufacturer of a good article to make a desirable connection with a good man. Mr. Hoge's address is room 313, 108 Fulton street, New York.

Some advertisers say: "As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seed."—The Caxton Magazine.

The character and the quality of the goods you sell depend upon what you think of the merchandise and business in general. A low-priced thinker does not sell high quality goods.



Write for Dealer's Prices
on Full Line

The reason that Consumers always come back for *more* of

Day's White Paste

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A PERFECT PASTE FOR ALL PASTE USES

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.



150 YEARS IN BUSINESS

In order to commemorate
this event

A. W. FABER

is placing on the market
exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices.
Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

If it's Anything in the Line of
Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.

N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

UNION ENVELOPE COMPANY

Makers of **DUPLEX AND CHURCH COLLECTION ENVELOPES**
Makers of All Kinds of Envelopes

RICHMOND, VA.

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

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All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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Tuck, Raphael, & Sons Co., 122 5th Ave., New York 17

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Kiggins & Tooker Co., 35-37 Park Place, New York 27
J. G. Shaw Blank Book Co., 267 Canal St., New York 7

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L. B. Waterman Co., 173 Broadway, N. Y. 1
Paul E. Wirt Pen Co., Bloomsburg, Pa. 40

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Mittag & Volger, Inc., Park Ridge, N. J. 5
The S. T. Smith Co., 11 Barclay St., New York 5

Notes on New Books

A Sage on a Corner

"From the Corner of Harley Street" (Houghton, Mifflin Company, \$1.25 net), a prominent London physician writes to relations and friends letters upon all manner of subjects; fishing, medicine, nature; love, literature and religion. He counsels one son upon the choice of a profession, gently curbs in another an unhealthy religious enthusiasm, guides a daughter to the understanding of her own heart, gives wise advice to a clerical pedagogue, gravely assents to the absurdities of a certain Aunt Josephine, writes intimately to a maiden sister and to a group of friends.

Good and wise Dr. Harding must have been a man of infinite leisure, for the letters are, many of them, so long and so discursive that one is reminded of the time when telegraph and telephone were not, and when unhurried correspondents spent much of the day at their desks.

High Life in New York

Until one has read some of the novels now appealing to a perusing public he has but a vague idea of the amazing wonders that are of frequent occurrence in the City of New York. For example, take "The Stolen Singer" (Bobbs-Merrill), by Martha Bellinger, and in the very first chapter a popular singer is seized by foreign emissaries as she is about to take her car at 116th street and Riverside Drive, thrown into a motor car, bound and gagged, and hurried away to a yacht waiting in the Hudson off the foot of Tenth street.

She is Agatha Redmond, and as she is whirled away Jimsy Hambleton of Lynn, Mass., who had heard her sing in the Park, catches a glimpse of her face and hears her smothered cry for help, and away he goes after her in a taxicab at \$3 an hour. He almost gets her at the Waldorf, but the abductors dodge and get away, and further along Thirty-Fourth street the taxicab breaks down. Jimsy pays the driver a fiver and chases to the water on foot, arriving in time to see the lady carried out to the mysterious yacht. Taxis or foot power count for nothing now, and Jimsy hires a tug to follow the yacht, which gets away in the evening. Down the bay he jumps off the tug in the dark, swims out in front of the yacht, by which he is picked up, and then he begins his real work of rescuing the fair singer—the Face and the Voice, as he puts it—from a fate that may be worse than death,

as might be supposed. But it isn't, because it turns out that Agatha is mistaken for a Princess escaped from her own country to America, and the abductors merely want to take her back home to marry the man she doesn't want to marry.

Now, that does not sound like even a remote possibility in this town of New York, does it? Yet it is all in the novel in plain black and white, with a whole lot, besides, happening in Maine, and it is very interesting reading, with quite a literary flavor at times and numerous passages in much better English than what is usually designated as "newspaper English."

Mark Twain as a Miner

A thoroughly characteristic letter written by Mark Twain October 11, 1869, in reply to an invitation to a banquet given by the New York Society of California Pioneers is published in pamphlet form. The letter is in the main a humorous summary of the writer's experiences on the Pacific Coast.

"I have," he writes, "been through the California mill with all its 'dips, spurs and angles, variations and sinuosities.' I have worked there at all the different trades known to the catalogues. I have been everything from a newspaper editor down to a cowcatcher on a locomotive, and I am encouraged to believe that if there had been a few more occupations to experiment on I might have made a dazzling success at last and found out what mysterious designs Providence had in creating me."

By the way of showing with what degree of success his work as a miner was attended, he refers to his experience in Nevada. "I own," he says, "millions and millions of feet of affluent silver leads in Nevada—in fact, the entire undercrust of that country nearby, and if Congress would move that State off my property so that I could get at it, I would be wealthy yet. But no, there she squats—and here am I. Failing health persuades me to sell. If you know of any one desiring a permanent investment, I can furnish one that will have the virtue of being eternal." (Oakland, Cal.: De Witt & Snelling. 50 cents.)

Love and Politics

A story of love and English politics having rather rapid movement and plenty of incident is told by Horace Annesley Vachell in "John Verney".

(Geo. H. Doran Co., \$1.20.) Mr. Vachell's method, indeed, is more like that of the American authors who deal with similar themes on this side of the water than that of most English novelists. The similarity is perhaps explainable by his several years of residence in this country, where he wrote, while ranching in California, his first novels.

His new book is the story of a struggle between two men in politics, in love, and in the social forces which they severally represent. One of them, who has risen from the people, is masterful, determined, ambitious, highly capable, and a demagogue. The other, a representative of the established order, is handicapped by decayed fortunes and less physical vigor. Both men are in love with the same damsel, who is the daughter of a cabinet minister, and the love story warms and colors the tale of their endeavor to be friends, their subsequent enmity and their political battles.

After Death—What?

Like its author's earlier work, "Modern Light on Immortality," Mr. Henry Frank's "Psychic Phenomena, Science and Immortality" (Sherman, French, \$2.25), represents an attempt to correlate various scientific discoveries and to draw from them data validating the traditional belief of mankind in the survival of personality after bodily death. Mr. Frank's book, however, differs distinctly from most books of the kind, inasmuch as it endeavors to establish—or, to be more accurate, suggests the possibility of establishing—the doctrine of survival on a physical basis.

"I shall undertake," says Mr. Frank, "to discuss the proposition that taking for granted the existence of the so-called extra-normal phenomena, they are probably the evidence of forces now existing within the human organism which operate through the agency of a refined substance, constituting the secret seat of the psychic energies; and that this substance, being potentially indestructible, may therefore become the plastic organ through which the mind may operate and manifest itself after the mortal frame of the visible man shall have expired."

Cupid and the Emperor

It is not the Emperor's love for Josephine, undoubtedly the sincerest and most romantic of all his attachments, which forms the theme of Mary Openshaw's "The Cross of Honor" (Small, Maynard, \$1.20), whose subtitle describes it as "the love story of Napoleon." But his love for Josephine, of course, in the eyes of a world accustomed to believe that the love sentiment between man and woman gains in profundity in proportion with its lawlessness, loses in ro-

mantic attractiveness because there was nothing illicit about it.

After Josephine perhaps the woman for whom Napoleon really cared most and longest was the Countess Walewska, around whose heart-capture by the Emperor Miss Openshaw has written her tale. But there is less of love in the story than of patriotism and of war and its horrors. There is in it a good deal also of that diplomacy which is the opposite of the "shirt-sleeve" variety—the false-wiskered and knife-in-your-bootleg kind that is so much more picturesque for purposes of fiction than even the wily Oriental sort, to which the novelist of contemporary affairs is forced to turn nowadays.

Love in the Car

The era of the automobile story might be fairly supposed to have passed into that of the aeroplane, but in "Stanton Wins" (Bobbs-Merrill, \$1 net), by Eleanor M. Ingram, we have a short story of 256 pages which is all automobile until near the finish, when the love and the romance bob up and Stanton, the invincible driver, quits the wheel and lets a girl drive him for the final and long run.

It is quite a pretty story in a way, this Stanton being such an irascible party and a daredevil driver that his managers can scarcely find a mechanic who will remain with him. Shorthanded thus, just before a great race, one lad, named Floyd, offers his services, and Stanton, compelled, scornfully accepts him. But the boy is a wonder and his knowledge of the machine, combined with his brightness of speech and cheeriness of spirit, and his brave endurance, "gets Stanton's goat," so to speak, and that irascible brute finds before long that Floyd is indispensable to him not only as a mechanic but as a companion. Floyd, however, shuns close companionship, and the lonely Stanton is deeply hurt, but submits with the grace of any man accepting as much as he can get and denied more.

The Mother of an Idol

So often, in biography, do we meet with the mothers of great men who seemed to have no relationship to their famous sons save that of physical chance—being themselves the most commonplace of characters—that this charming story of the life of Goethe's mother, by Margaret Reeds (John Lane Co., \$3.50), proves to be not alone a source of pleasure in itself, but a comfortable assurance that it is not impossible for mother and son to speak the same language, whether of heart or head, and to belong to each other in every sense of the term.

There is nothing very eventful in this life of "Frau Aja," as her son delighted

to call her. Some incidents of war-time, and many visits from the famous and important personages of her country and others, these are the only unusual items. But each page tells its story of a woman wise, gentle, comprehending and lovable, with an unfailing sense of fun. There is the bright and laughing girlhood—sufficiently short, since Frau Aja married at 17—and wifehood, the later years of honor and peace, surrounded by friends and visited from time to time by the adored son, now the idol of Germany.

Old Indian Trails

In reading "Old Indian Trails" (G. P. Putnam's Sons, \$2.50), by Mary Schäffer, it is difficult to decide just what impresses us most: the excellence of the writing, the picturesqueness of the country described, or the personality of the author herself. All three elements, indeed, work together in making this a most enjoyable outdoor book, but without doubt the average lover of the wilds will dwell longest upon the personality. For always the wildernesses have belonged to the male. Physiological facts and temperamental tendencies have seemingly ordained that it should be so.

Now the trails described in this book are hard ones, and the traveler-author is a woman; wherefor, any trail-wise man who does not figuratively remove his hat as he reads, is no sportsman and wouldn't "split fair" with a comrade.

"The section of the country which had so long been our dream," writes the author, "lies in the Canadian Rockies, directly north of that portion which is penetrated by the Canadian Pacific Railway. Our chief aim was to penetrate to the headwaters of the Saskatchewan and Athabaska Rivers." Still, the author states, this was but an excuse; for her real object was "to delve into the heart of an untouched land, to tread where no human foot had trod before; to go to a place where hatpins are not the mode and the lingerie waist a dream."

Primitive Society

Lord Avebury, or, as he is probably best known, Sir John Lubbock, was one of the earliest investigators in the morals and customs of primitive man. His "Origin of Civilization" has long been one of the standard works on this subject. Much water has run under the bridges since the first appearance of his book, and Lord Avebury naturally desires to orient himself and the readers of his early book as to the changes made by the new investigations by McLennan, Fison and Howitt, Spencer and Gillen, Crawley and Frazer. He has accordingly issued a little book containing his answers to the criticisms contained in the works of these authors, as well as explaining his position toward the new

facts brought out by them. (Marriage, Totemism and Religion—Longman's.) He was practically the first to assert that there was no marriage to speak of among the lowest races of men, or, as Bagehot puts it, there was a time when maternity was regarded as a matter of fact, paternity as a matter of opinion.

Lord Avebury was also one of the earliest persons to contend that there are some savages that have no religion at all, to which later investigators have responded with the counter proof of the wide existence of totemism among them. To this Lord Avebury replies with some vigor and effectiveness that totemism is not religion, and herein he has the support of Dr. Frazer, the greatest authority on that subject. His book only confirms one in the general impression that on these topics much is still unsettled in the present state of anthropological science, and much to be said in favor of Lord Avebury's views enunciated fifty years ago. The progress of research in this direction has, however, tended to show that the phenomena are much more complicated than was dreamed of when Sir John Lubbock first wrote, and the greater complication has rendered much of his early work obsolete.

Outlaw and Gentleman

In the foreword of his book, "The Law of the Bolo" (Dana Estes & Co., \$1.35), Mr. Stanley Portal Hyatt writes: "The law of the bolo, that terrible two-foot long knife with which a Filipino can cleave his enemy from collarbone to waist, has but one clause—that the spoil shall go to the man with the longest reach," which sounds almost as though the bolo had something to do with American politics. Certain incidents in the book would seem to strengthen that sound, but politics is not the theme of the story. Its hero is Felizardo, a Filipino outlaw, who was a gentleman, and incidental to him, are Capt. Basil Hayle of the United States Constabulary, Capt. Bush of the Scouts and the Army, Mrs. Bush and various Americanos, insurrectos, and others, all in the Philippines.

Possibly, from a British point of view, such scalawags and scoundrels as Mr. Hyatt places in official positions directing the affairs of the islands after the American possession might exist, but not otherwise. We have some crooked officials, but certainly none who hold up a man—a rich Englishman, too—in their offices, take \$6,000 from him on a forged receipt, and then laugh at him when he catches them in the act and wants his money back. Even worse than that are some of those high in office, and yet Mr. Hyatt tells a thrilling story of adventure, and gives, in the character of Felizardo, the outlaw, such a dignity and decency as puts to shame the higher civilization to which he was opposed.

CONCENTRATE

(Continued from page 28.)

to the couch. Had this man been wise to his own business he would have paid some attention to a person whose money he had just received for an order and would have followed up the suggestion of further purchases. Perhaps he had been up late the night before and was stupid from loss of sleep. Some persons require more rest than others and can work quite as well with six hours' sleep as another man can with eight. Those who do hard manual work demanded more sleep for recuperation than those who do only mental labor.

The man who is on his feet all day, walking about the store from one department to another, or even merely in his own department, needs a full quota of sleep in order to keep pace with other salesmen. Sleep restores the poise, rests the nerves, transforms the fretful, peevish person into a cheerful, happier one. Life has a different aspect to him who has had a good night's rest.

The man who sleeps well is in far better condition for a day's work than he who has spent the greater part of the night with boon companions and carousing. Sleep restores self-confidence, makes one feel like a giant, refreshed and ready to master all problems that may arise during the day. With abundance of rest the eye is bright, the step more elastic, the head is erect, and the whole nature is better. Sleep is indeed the sweet restorer of nature, designed to make the whole system fit for its duties. Loss of sleep is a wilful waste of force. Adequate rest is imperative if one would keep himself in good condition for the business in hand.

The L. E. Waterman Company is now exhibiting in the window of its New York store a Waterman's Ideal Fountain Pen attractively inscribed as follows: "Used by William H. Taft, President, U. S. A., June 23, 1911. Bradford-Durfee Textile School, Fall River, Mass." Mr. Taft, on his recent visit through the New England States stopped at Fall River to make an inspection of the Textile School and its methods of instruction. The names of the President and his party were entered in the school register, and, to quote the Fall River paper: "No quill pen could be purchased in the city so the President had to use the fountain pen of Clerk Hopewell. A funny incident occurred, when a well-known merchant in town tried to purchase the pen from Mr. Hopewell for \$2 after the President had signed his name with it, and the pen originally cost \$5. Mr. Hopewell still retains the pen and certainly will not part with it." Mr. Hopewell was courteous enough to forward the pen in question to the L. E. Waterman Company for inscribing, and permitted the temporary showing of same.

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The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossel, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Inclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

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T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

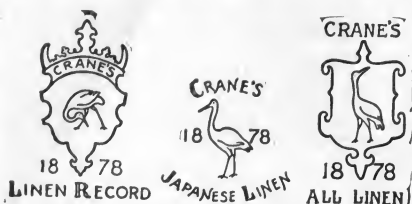
Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

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